

# BOARD OF SUPERVISORS

*Brown County*



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## **EDUCATION & RECREATION COMMITTEE**

John Van Dyck, Chair  
Corrie Campbell, Vice Chair  
Tom Katers, Staush Gruszynski, Harold Kaye

### **EDUCATION & RECREATION COMMITTEE**

**Thursday, December 3, 2015**

**5:30 p.m.**

**Ski Lodge – Reforestation Camp**

**(Use Upper Parking Lot)**

**4418 Reforestation Road**

**Suamico, WI**

**NOTICE IS HEREBY GIVEN THAT THE COMMITTEE MAY TAKE ACTION  
ON ANY ITEMS LISTED ON THE AGENDA**

**\*\*PLEASE NOTE LOCATION\*\***

- I. Call to Order.
- II. Approve/Modify Agenda.
- III. Approve/Modify Minutes of October 8, 2015.

### **Comments from the Public**

1. Review Minutes of:
  - a. Library Board (September 17, 2015).
  - b. Neville Public Museum Governing Board (October 12 and November 9, 2015).

### **Communications**

2. Communication from Supervisor Kaye re: To have the Library Director research the feasibility of a food court and costs in the lower level of the downtown Library.

### **Golf Course**

3. Budget Status Financial Report for September and October, 2015.
4. Superintendent's Report.

### **Library**

5. Budget Status Financial Report for October, 2015.
6. Director's Report.

### **Museum**

7. Budget Status Financial Report for September and October, 2015.
8. Director's Report.

**Park Management**

9. Parks Budget Status Financial Report for September and October, 2015.
10. Budget Adjustment Request (15-74): Any increase in expenses with an offsetting increase in revenue.
11. Discussion re: Adventure Park Business Plan.
12. Field Staff Reports/Attendance Reports.
13. Assistant Director's Report.

**NEW Zoo**

14. Budget Status Financial Report for October, 2015
15. Budget Adjustment Request (15-67): Any increase in expenses with an offsetting increase in revenue.
16. Director's Report.

**Resch Centre/Arena/Shopko Hall**

17. Complex Attendance for the Brown County Veterans Memorial Complex.

**Other**

18. Audit of bills.
19. Such other matters as authorized by law.
20. Adjourn.

John Van Dyck, Chair

Notice is hereby given that action by Committee may be taken on any of the items which are described or listed in this agenda.

Please take notice that it is possible additional members of the Board of Supervisors may attend this meeting, resulting in a majority or quorum of the Board of Supervisors. This may constitute a meeting of the Board of Supervisors for purposes of discussion and information gathering relative to this agenda.

**PROCEEDINGS OF THE BROWN COUNTY  
EDUCATION AND RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a budget and regular meeting of the **Brown County Education and Recreation Committee** was held on Thursday, October 8, 2015 in Room 200, Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

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**Present:** Chairman Van Dyck, Supervisor Kaye, Supervisor Campbell, Supervisor Gruszynski, Supervisor Katers  
**Also Present:** Supervisors Erickson, Lund, Clancy, Jamir, Moynihan, Sieber and Landwehr; Executive Streckenbach, Chad Weininger, Dan Process, Sandy Parmer, David Ehlinger, Warren Kraft, Beth Lemke, Kasha Huntowski, Scott Anthes, Neil Anderson, Matt Kriese, Marv Hanson, Steve Corrigan, Brian Simons, Lori Denault, Kathy Pletcher, and other interested parties.

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**I. Call to Order.**

The meeting was called to order by Chairman Van Dyck at 4:05 p.m.

**II. Approve/Modify Agenda.**

Motion made by Supervisor Kaye, seconded by Supervisor Katers to approve with the amendment to take Item #2 after #15. Vote taken. **MOTION CARRIED UNANIMOUSLY**

**III. Approve/Modify Minutes of September 3, 2015.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY**

**Comments from the Public.** None.

**1. Review Minutes of:**

**a. Library Board (August 20, 2015).**

Motion made by Supervisor Campbell, seconded by Supervisor Kaye to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

**b. Neville Public Museum Governing Board (August 10 & September 14, 2015).**

Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

*Although shown in proper format, Item 2 was taken after Item 15.*

**Communications**

**2. Communication from Supervisor Gruszynski re: That the Brown County Board, in collaboration with staff, the Library Board and the community, build a comprehensive plan to update aging library facilities, especially central library, to improve the quality of service, efficiency, space and budget. Held for one month.**

Gruszynski informed that he'd like to continue the conversation that came out of County Board. He was recently down in the new Dane County Central Library in Madison for meeting space. He knew they put some dollars into the central library but to say they were offering the same quality of services was wildly inaccurate and felt this conversation needed to happen again as it was the elephant in the room.

Simons informed that the way they were looking at going about this was, a person on their board was in

charge of building the new Schreiber building. That person had a contact with the Milwaukee firm that was used to do the design and the full architecture of the facility and the person that they used was also their lead library person. They were hoping, with the Facilities Committee, to have a conversation with her, for free at this point, just to see what this entailed because none of them had done that large of a plan before. It may be that they had to use a firm because it was just that big and if they needed it by a certain timeframe they were going to have to get professionals that would be able to do it. Especially if they were in crunch time.

Gruszynski questioned if they were setting aside any money in the 2016 budget for this plan. Simons stated that they were not but they had some other funds that they would look to use such as donated funds and other funds in community foundation; it wouldn't cost the county anything. Gruszynski wanted to make sure it happened and if it needed to be addressed he would like them to come before the committee with a number. Van Dyck informed that they were trying to leverage some contacts and go out and get consultation before putting a plan together and getting the county involved. Simons informed that it was a tight timeline; they might have to hire an outside firm. They hoped to have a plan in February or March.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to send to staff and bring back a draft plan in March, 2016. Vote taken. MOTION CARRIED UNANIMOUSLY**

## **MUSEUM**

### **Non-Budget**

#### **3. Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **4. Open Positions Summary.**

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **5. Museum Director's Report.**

Museum Director Beth Lemke informed that what she submitted for the month was heavy on operational and data collection because they were doing much more ongoing exhibit evaluation. They did a temporary exhibition survey recently where they were trying to gauge the level of interest with their members and their constant contact list (almost up to 3,000) to see what they would like. They were using this data to help their temporary exhibit planning to get past 2018-19 and try to secure some of the subject matters so that the foundation could be able to properly take that information out there and fundraise. The report broke down the top ten questions asked and exhibits that members voted on. The good thing was that there was good history; there were quite a few things that were already appealing and that they will build off. Subjects that ranked a little lower where they might have exhibits coming in on those matters was going to be now that the programming had to be able to match and support so that way the public saw the value of both the exhibit and the programming.

*Extreme Deep*, was up; high speed delivery of entrance on website with photos taken every ten seconds of the installation process of it.

*Sisters in Spirit*, was just opened for two WI artists.

*Holiday Memories* was different this year; last year was large scale galleries, very over the top. The public wanted holiday memories, but they're spreading *Holiday Memories* throughout the exhibit to really drive the people back into the exhibit.

The *Children's Only Shop* will be located on the first floor, *Snow Babies* in the lobby, *Bruce the Spruce* in architecture exhibit.

They highly evaluated the month to see the dedication to actually a gallery vs decorating and using the pieces all over the museum and see how public responds. Exhibit lighting and cost, an economical solution was well received. Working with Green Power Solutions, Focus on Energy sponsored program.

With *Sisters in Spirit* gallery not needing as many lights as traditionally, over 50 lightbulbs switched to LED from halogen. Equivalent is about for every old lightbulb is now about the power of 12, so in the 2016 budget you'll see they're going to continue on with the process as long as there was the funding through the Focus on Energy. That was a cost of \$1,300 for 50 fixtures to be converted, compared to about \$400 a piece for each light fixture, with an actual true replacement. Hopefully the program stayed in place to use that to our advantage and save on energy.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

### **Museum Budget Review**

#### **6. Review of 2016 department budget.**

Lemke went over the highlights of the budget summary.

Under the miscellaneous revenue highlight Lemke added: The foundation was supporting an additional sculpture that tied into the ice age imperials in May 2016 (working with artist from Door County area). 2016 will also be the year of the mammoth and the mastodon which will be brought up in the December meeting.

Public charges increase, which was an absolute must. The adult admission fee will be bumped up to \$7.00. They've added some fee structures because they were expanding the online photo sales to printing on canvas and metal as options because customers were asking for that.

Clarifications: The advertising in the Public Notice Line was \$55 and moved down to \$48.50. More of that or all of that was being picked up by county vs the \$25,000 which was the federal grant?

Lemke had been spending the money carefully that she was given permission to spend and informed that they did not get the federal grant. She was making sure they had trade agreements with media sources. For 2016 they had certain fixed costs for promotions which included interior and exterior banners and other substantial pieces. The variable costs for the marketing which depended on the exhibits and the trade agreements. The \$25,000 was supposed to be the extra media funding in 2015 that did not come through.

In 2016, they were not spending any more money for advertising; bigger portion of advertising total was coming out of the levy. Regarding daily charges, they will not come close to \$140,000 budgeted this year so some of that gap was going to get made up by the \$2 increase from the adult fee. All revenue perspective from assuming attendance would stay flat. The foundation got money from State of the District for Life and Death at Fort Howard. They were a BCB partners with the museum; it was a fixed marketing cost. Printing costs were getting donated.

Describing the Professional Services, back in 2013 Rolf Johnson asked for master planning funds. Some spent on audience analysis and strategic messaging. There was still a balance of the original portion in there. So \$50,000 reflected in the budget was a continuation of the \$100,000 that was originally approved back in 2013. What was spent in each year: 2013 = \$10,000 to early learning experiences; 2014 = \$10,000 to finish off that piece; 2015 = \$24,000 for audience analysis and strategic messaging.

Audience analysis was to figure out why they were not getting people in. They were working on the marketing piece to target the message to start getting people in. For budget they showed a second \$50,000 expenditure because every year it was required by law to adopt a budget to show that expenditure. In the future there should be an expiration date on those expenditures and then be re-requested. It was still the

same master planning piece that was approved back in 2013.

In June of 2014 the expenditures were discussed. With changes on Foundation Board they've needed time to get other pieces in order. They haven't moved forward because they were collecting the data as much as they could staff-wise. So when they did an RFP they didn't have to do the background work. They were contractually obligated to pay. The carryover request was seen on the books. The only way around that was if they created a special revenue fund. Those could sometimes be forgotten about and that was why it was on the books. The grant for the Press Gazette was originally well over \$100,000 over several years. Plan for replacing that money for future budgets was that they were working on temporary exhibit budgeting before they went out and fulfilled another grant request. She was comfortable with the raised fees, believed it was still affordable, and it would be well received.

**Motion made by Supervisor Kaye, seconded by Supervisor Katers to approve the Museum budget. Vote taken. MOTION CARRIED UNANIMOUSLY**

## **GOLF COURSE**

### **Non-Budget**

#### **7. Budget Status Financial Report for August, 2015.**

Golf Superintendent Scott Anthes informed that the Golf Course was a seasonal operation that operated April through November. All expenses and revenues were well within budgeted amounts.

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **8. Superintendent's Report.**

Anthes referred to his report in the agenda packet and added that there was a \$4,000 difference in utilities from last year to this year so they were getting paid less, but they were paying less for utilities. Brown County Children's Charity Golf Classic and raised \$57,000 for local children's charities. \$37,000 went to Big Brothers Big Sisters, another \$20,000 went to NWTC for scholarships. They were trying to enter a service agreement regarding the communication line and they were still working on it. Currently still paying AT&T.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

### **Golf Course Budget Review**

#### **9. Review of 2016 department budget.**

Golf Course Superintendent Scott Anthes informed in 2015, the golf course benefited from newly renovated greens and continued to get positive comments.

They will continue to improve in areas by dredging the pond and adding a fountain by using donated funds from 2011. They were going to rebuild the sand traps, continue to utilize part-time employees, putting together a plan for the 2017 budget that would put a master plan into effect by 2020. Overall revenues were expected to stay about the same as in 2015. They reduced the green fees slightly to reflect the decrease in season pass holders over the past years. This decrease was offset by an increase in cart revenue. They will be holding the prices for most green fees the same for a couple exceptions. They will be increasing the twilight rate with cart from \$35 to \$36 and both the high school practice rounds and meet rounds will be going up by about \$3. These increases were to bring them in line with the other rates that they established. They will continue monitoring fees in 2016 and act accordingly in 2017. The senior restricted and the restricted two season passes will be eliminated due to the fact they've never sold either of them. In the budget the donation line item for revenue was offset by the special events category, that money was the in and out money for the children's charity. They were entering their third year of their lease so they will be reviewing the lease and looking at that option to sign for another three years. They

raised the lease rates after the third year. Overall slight increase in expenses, the biggest increase was from depreciation of about \$8,000 higher. Another increase in Technology Services and insurance which was offset by indirect charges and an increase total personnel cost. Overall revenues were expected to be greater than expenses by about \$2,500. A discussion ensued with regard to changing the line item to read from "husband and wife" to "spouse".

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to approve the Golf Course budget.**

**Vote taken. MOTION CARRIED UNANIMOUSLY**

## **NEW ZOO AND PARK MANAGEMENT**

### **Non-Budget – NEW Zoo**

#### **10. Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to receive and place on file.**

**Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **11. Zoo Director's Report.**

Zoo Director Neil Anderson provided handouts (attached). He informed that they were going to renovate the old animal hospital and provided pictures of the renovation process thus far. There would be some educational graphics and new landscaping as well. It would be an exhibit that opened next year.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

### **Non-Budget – PARK MANAGEMENT**

#### **12. Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **13. Field Staff Reports/Attendance Reports.**

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **14. Asst. Director's Report.**

Park Director Matt Kriese reiterated from his Director's Report that a business plan for the Adventure Park was in the process of being drafted and a final copy will be presented in December. They reorganized the package structure and some fees at the beginning of the year; the per capita had been bumped up by \$3.41 from last year which they believe had caused a slight decrease in attendance.

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

### **NEW Zoo and Park Management Budget Review**

#### **15. Review of 2016 department budget.**

NEW Zoo Director Neil Anderson referred to the budget book and budget handouts provided (attached) and briefly spoke to it.

Van Dyck informed that he was all for plans but sometimes they underestimated the abilities of the resources they had and they hired firms that they paid a ton of money for when there was a lot of stuff they could figure out on their own for less money and implement. He would understand if they were starting

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from scratch or building a zoo, but from the staff's expertise and having a college in town they could find an alternative. Camping and mini-golf had been thrown out there; this project could be thrown at UWGB to do a study. These were not specifically zoo related but it seemed like an awful lot of money to spend. The point is there were other options closer to home that would cost less money. He would rather look at what was going to happen in the next five years and not 10-15 years ahead.

Gruszynski felt this plan was different, it was more than a strategic plan, it was also a donor tool; Anderson agreed. He informed that he would support it.

**Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to approve the NEW Zoo budget. Vote taken. Nay: Van Dyck. MOTION CARRIED 4 to 1.**

Park Director Matt Kriese referred to the Park & Adventure Park Budget Highlights handouts (attached) and spoke to them.

Responding to Katers, Kriese informed that every project that went out for bid needed to be approved.

The Parks budget in past years was picking up the insurance for the Expo Hall. Weininger informed that there was an additional levy put in their budget to cover it, so they took that expense and placed it in the appropriate category. Kriese thought this was the right thing to do because Parks and Facilities never fully separated. They were trying to clean it up.

There was another issue at Pamperin with a caterer; a bride had a caterer called in, a tent was set up and they didn't know who the caterer was. The tent was left there for three days and they didn't know who to contact.

Campbell added that on the Reforestation Camp and the Adventure Park, there may be a concern with advertising. She believed there were plans in the works, but she felt there should be a real emphasis on marketing as soon as possible and a plan in place by January or February of 2016. She felt that people didn't get the whole umbrella of the Adventure Park and suggested noting what they offered such as zip lining, climbing, etc. when advertising.

Responding to questions regarding rent for the Pamperin housing, it was currently set at \$250/month; it was being raised to \$300/month. It fell under housing in the budget. The last time this was increased was not shown in the records in the past five to six years after checking with HR.

The Friends' contribution falls underneath their budget expenditures; Pg. 201 - \$15,000

Van Dyck questioned why everyone wasn't charged for using the trail for maintenance purposes; Kriese informed that state legislation, you could not charge a walker on a state trail. However he agreed. State trails were on Pg. 204 as far as what they were projecting for 2016.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to approve the Park Management budget. Vote taken. MOTION CARRIED UNANIMOUSLY**

- a. **Discussion re: 2016 Capital Improvement Projects at the Brown County Fairgrounds (infield improvements, permanent track development, connection trail and building improvements).**

A brief discussion ensued regarding taking this from the general fund and transferring it to parks as it was not an operating budget request.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to open the floor to allow interested parties to speak. Vote taken. MOTION CARRIED UNANIMOUSLY**

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Steve Corrigan – BC Fair Board President

Corrigan informed that the infield where the grand stand and racetrack used to be was a problem because the two to three acres were unusable due to drainage problems and the field banks left there. They were looking at fixing this field for long term use for future events. He provided a spreadsheet to the committee (attached).

From the park side, Kriese informed some of the challenges that existed that there had been ongoing discussion of this property for the last couple of years because they kept receiving complaints on the condition of the grounds and the buildings. He spoke to the handout re: Fairgrounds Infield Improvement Impact (attached). Van Dyck stated that if they were going to have any opportunity to generate revenue from this facility outside of what occurred today, there was likely going to have to be some changes. Whether or not the potential justifies the cost was what this board and the county board will have to determine. Kriese added that they would like to be able to use all of the space of the property but it was not completely functional in its current state. Fixing the drainage problem would optimize the parking and mid-field space where the 26% of the property was currently unusable. He could not predict if revenues would increase from these improvements although there was potential for it. The main question was if the potential of the increase in revenue would be worth the expense of fixing the drainage in the field. Corrigan informed that drain tiling had been done in 2006 on the De Pere property where they now had zero problems with parking and events.

Corrigan informed that they were proposing to strip the top soil, regrade the entire site to come up with the proper drainage pattern, border the perimeters of the athletic areas with gravel where heavy traffic went, re-spread the top soil, use clay under the grass. A picture of the north road in its current state from lack of drainage was provided. A total for their proposal came out to \$342,362.50 with 5% contingency of \$17,113.13. They needed to put in permanent concrete barricades around the motor sports area to meet safety requirements that would cost about \$16,800, excavating for track was \$32,500. With the lack of grand stand their expenses for bleacher rental was \$17,000 for the fair. One of the biggest complaints during fair week was lack of seating.

They would gravel a new road on the west side of the pulling track which would cost \$14,396 to maintain an emergency route for fire rescue on the grounds. This gave them the chance to utilize the south and north gates for emergencies. Corrigan added a water main and had all new fire hydrants down the midway but they would like to see a new water main installed at the end with a new fire hydrant at the cost of \$15,000. They would also like to run some power and lights down there at the cost of \$21,000. Total cost of that area would be \$109,584 with a 5% contingency. The grand total with contingency would be \$479,478.83. There was a separate number for the walking trail from Ashwaubomay Park to the Brown County property.

60 golf carts would be used to transport people from the park to the property which added a considerable amount of parking for events. It would also be wide enough for emergency vehicles. A copy of the estimated costs were handed out and based on Corrigan's expertise. They went out and talked to excavating firms to come up with the budgeted amount with a few assumptions. Public works came up with cubic yards and trail numbers. The asphalt, landscaping, fencing, engineering, and permits would all come out to about \$74,770 for the trail. Eliminating the asphalt and downgrading to fine grade stone for a year or two would bring the cost down to \$60,877. Total package would equal \$540,000. This trail would mainly be used to promote larger events so the gates would not be open to the public all year round. The Fair Board currently had established \$251,000 saved up, he did need to get direction from their Executive Board on how that will be used.

Answering Kaye, there was a 6" main that ran down the length of the midway that ended shortly before the end of the midway. They had a plan with the City of De Pere Fire where they had a bigger main running along Fort Howard. They had the fairgrounds laid out where the De Pere could come in and lay another 6" line over the top of the asphalt or the midway for emergency fire reasons. A suggestion from

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Kaye was to draft from the river by the boat landing.

Corrigan based the estimates off of the grading currently on the property. They were not going to bring any soil in; they were looking at moving about 20,450 yard of material to balance the site. They were looking at balancing 23,450 yards of existing material. That's not counting 11,500 yards of potential top soil that might be there.

Van Dyck stated that this was being thrown out rather quickly, and those numbers were new to everybody, but, it was safe to say that the estimates were not hard numbers. There was a reason for consideration of doing something with this item at this particular point in time and asked that it be explained to the rest of the committee. Director of Administration Chad Weininger informed that since they had the budget open, there were simple majority votes where as if you were to try to use undesignated reserve funds, it would require a higher vote total. However, they could do what was done for scoreboard at the Resch Center. If they placed it in a fund, putting \$250,000 aside as matched dollars, they could put it in PD&T oversight fund. To expend it, it would require the money transfer which would require a 2/3 vote. If they did open it up in the current budget, they did have the simple majority vote to approve the funds.

Van Dyck questioned, beyond the voting part, if they were going to do this, was it better from a bond standpoint to do a transfer at this point in time or do they not have enough information and wait until March or April next year, and seriously take this into consideration? So other than support, Van Dyck questioned if there any other issues with transferring \$200,000 dollars, was there a difference? Weininger replied, not that he saw as of right now. The only concern was in doing some Moody's calculations, they were a little bit above debt burden for the county's size compared to triple A's; they we're kind of approaching that level. There was still room, but it depended on what other things came up in the budget, so if there's a lot more use of the fund balance, they were getting pretty close to the bottom of the double A ranking and they actually upgraded the county to the triple A. For right now he felt they would be fine waiting in and at that time where we wait where they actually got a specific and solid number, then we could make a decision whether to use the undesignated, unassigned general fund dollars, or whether this was something they'd like to bond for. So they'd have those options.

Van Dyck questioned for clarification, the initial suggestion, if this was something the committee and the board wished to do would be a matter of moving a set amount of funds into a segregated fund for purposes of funding these items. But, they still had to go through the same process of bidding, etc. Or Public Works could, in theory, do some of it. Weininger responded that they could potentially do it two ways, one way was treat it like the fund dollars where they made a donation to the Fair Board; then they get the money and they do the project. Parks would oversee it to make sure it's done to their standards, and it's all included in the books at the end of the day. Or they could put it in regular outlay and then Administration managed the project and it went through all the proper bidding and the normal processes.

Gruszynski questioned their timeline and questioned if they had other events scheduled in the springtime? Corrigan informed that they had talked the schedule many times. The fairgrounds were utilized right up until Labor Day weekend and could start after that point. They'd probably lose one event during Memorial Day. Their window of time was basically from Labor Day weekend into Memorial Day weekend – completing it, seeding it, getting it growing and getting it in shape for August for the Brown County fair then back in for that Labor Day.

Kriese informed that it could be done in two phases; they could take half the property and grade it to where it needed to be, stockpile dirt and they could even get it seeded and growing and then take on phase 2. They'd like 12 weeks of growing, they could over winter grow it. By mid-November their growing season was done for grass. They want 50 degrees for six inches down for grass to grow. He added, next year they had events on the books with contracts. They'd have to look at this project down

the road or in phases.

Van Dyck felt it was going to have to be a spring of 2016 or fall of 2016 project.

Reiterating what Erickson said, Weininger informed that the highway department was sitting on a pile of rock and materials that needed to be disposed of. It would make sense to try to bring them in for discussions as they were going to have to move it. Hopefully that was something the committee would consider.

Whether they had some success in the past with public/private partnerships, Gruszynski felt having a more solid number of what the Fair Board was looking to put forward would help make a decision. Corrigan agreed; they wanted to bring it forward to see if they needed to continue to move forward. Too many times one side got all done and ready and then the other side was not. What they were asking was if they could pull this together, was it something that everybody was interested in? They had to make a decision on that property from a county standpoint. They tore the grandstand down 25 years ago; he understood there were a lot of different ideas, thoughts and plans. Some of those had been completely abolished and there were new ones that were arising. They had to come up with a plan for the next 20 or 30 years.

Katers agreed, he wasn't willing to throw \$550,000 at a project right at this second but he would entertain looking at the engineering and the design phase of this. He'd be interested in an opportunity to put \$10,000 towards the design and the planning phase.

Van Dyck felt that was an option. One of the differences for him was that they were talking significantly less dollars with the Friends and the project was probably far more defined; a bridge or a playground so this was a bit more fluid than what those were. Given how fluid it was and really needing to refine exactly what was going to happen, from his perspective he would be willing to support moving money into a fund and then having it sit there until they found out what kind of match the Fair Board was willing to do. In addition to that, until they could then get a better feel for exactly what this was going to look like and entail, and with the caveat that anything that was going to happen would have to come back for approval. He agreed, he wouldn't be comfortable and didn't think they would get enough support from the board to affectively approve what was presented, he didn't think it was solid enough at this point.

Lund agreed that work needed to be done out there but they needed to have a master plan for the next 20 years. Maybe the property would be better utilized during the summer with major renovations. Was that where the board wanted to go with that property? Maybe there was some other property in the county that could become the fairgrounds and this property could be sold. He suggested seeing how much the property was actually worth to them in renovating. What if they spent 2 million dollars, could they get payback on that property by being able to have more events and a modernized piece of property.

Campbell informed that Corrigan, the Mayor of De Pere, and the Ashwaubenon Village President had a meeting and they discussed doing a waterway. Corrigan responded that the original master plan that was put together had called for a large amphitheater in the middle of the infield. Then they wanted to build some two-story facilities, possibly condos on top and retail stores on the bottom out looking facing the river with a walkway. Respectfully, he had been involved with the Fair Board for 13 years and every time they try and advance forward they get stopped and asked for a master plan and a decision on property. Every year that went by things fell into disarray. They don't spend the money that they spend very well. They needed to bring something to conclusion. Regardless of the decision, they needed to do it. They've taken the fair the last 13 years at a low impact to the community when they took over; they were at capacity, they didn't have parking and exhibitors didn't have room. There was potential for it to grow. People felt Ag was down, it wasn't, there were less people living in Ag. There were more and more people involved in Ag and education and it is continuing to grow; you see farmer's markets

everywhere. It was something that was going to continue and if they wanted to do a good job then they had to take a hard look at it.

Campbell felt they were at a Catch-22, because if they didn't approve a concept and they were going to go with whether they form a Friends group through the fair or they use their own group, a non-profit, they would have to have some kind of conceptual approval by an official committee and where do they even go to get money from people. At some they had to give some kind of direction to the fair, they've been committing quite a bit in hours and everything else. They had to get off the pot.

Lund wouldn't disagree with putting the money aside. I agreed with moving forward to see what they could do to modernize the grounds. Campbell interjected they had talked about urban fairgrounds. Lund stated that for the next 50 years what could the property be like? He supported the fair since he's been on the County Board, he was adamant to support money to go to the fair and keep it in the same spot when they wanted to cancel the fair. He would like to see an overall study and get those grounds modernized; it was smart to do and a good investment.

Corrigan informed they had talked with the City of De Pere, but they were looking for \$100,000 to be contributed by whatever groups that would contribute and they were going to go out and try and get the grant money to implement some of those items. They were basically looking at a shared cost and it was briefly mentioned that Ashwaubenon, Brown County, the Fair Association that they had to the table with \$100,000 to do a study to move forward.

Moynihan stated that as far as study money, they could always perhaps pitch the Stadium District Board for those dollars.

Van Dyck was hearing that maybe there was a grand opportunity for that property. As a governing body they had a habit of doing these studies and then nothing ever happened. His concern was that they get money from the Stadium District Board, do a great study, build it up and it never materializes because they had no one to invest in it. Great idea, but he was not sure if the board had the where withal to carry through with the suggestion if it was the best alternative.

Streckenbach felt they had an awesome resource with Ashwaubomay. They should be trying to figure out how to leverage. He and the Village President Mike Aubinger had talked about the possibilities of taking advantage and reinvesting in both. He was one that made the comment about putting it somewhere else. De Pere had not entertained ever the idea of development of that space so he felt it should stay right where it was. He felt they should make the investment. It was not in the budget because they were not ready for the bigger conversation. They did discuss putting in the trail to help with parking issues. He felt Ashwaubenon was very interested in that. He felt Moynihan's suggested of using and going to the stadium district, because it had a regional impact, was a great suggestion and should work on it. Overall the infield needed to be repaired. The big debate when he first got here was buying the property across the street, but that was almost \$800,000 for increased parking. Why not look at utilizing land that was already there and shuttle. Take that \$800,000 and put it back into the asset that they owned now. He felt it was a great idea in terms of long term planning. He felt they should wait to see what kind of carryover funding they had or wait until March for better numbers.

Jamir was coming from this at a viewpoint of experience and results. He sat on the Friends at Bay Beach and when he looked at what they did there was a master plan. When they got together the goal for their 20 year plan was to get it to 10 years. The goal after it was created was to increase the attendance from one million visitors to two million. The Friends decided to raise five million dollars to create and buy the rides and infrastructure to attract visitors to become self-sustaining. It all started out with a plan. They had obstacles that they had to overcome. Designating some money to get a master plan was where they needed to start. Responding to Van Dyck, Jamir informed that when they started forming the master plan it was under the parameter that it was going to be some type of amusement park. Van Dyck responded that he was okay with a plan as long as they narrowly defined what that plan was going

to be. Jamir added that it had parameters, boundaries and they knew what existed. The plan was developed to figure out what they could do with it. Campbell interjected that it was an enterprise fund.

Corrigan was sure that the plan that they did in the late 90's, early 2000 was in existence. They had spent over \$100,000 on it. He felt the downfall was that they were looking for the highest and best use of the real estate. The fair wasn't doing well in the 90's. However, there was nothing mentioned about what was going to happen to the fairgrounds. It was an unsuitable plan for what they were trying to accomplish today. The property across the street right now was currently all for sale and he had met with the realtors for a proposal and he had put plans together. They could get 589 parking spaces and an additional 30 campsites there. Between acquiring the property, doing the demolition work, improving it, lighting, asphalt, and everything, it would come out to about two million dollars. That came to \$8,500 a parking stall and he would not even bring it to the board. It was premium money for what they were trying to accomplish. He would much rather see their efforts go into improving the infield and teaming up and building their association with Ashwaubomay to utilize their parking and facilities. In 20-30 years from now maybe the property on Lenard Street would be available. There were future opportunities there.

Kriese looked through the fairgrounds file in his office, it was 12" to 14" thick and there were about four to five sets of plans in the last 15 years. He felt there wasn't really a vision but a lot of different ideas. He agreed that work needed to be done and that there should be a plan to get them started in the right process but that parameters needed to be very narrowly defined that it will remain fairgrounds if they were going to go towards that planning phase again. There was a lot of money put into plans.

Corrigan stated that there were suggestions to get a year-round venue to have restaurants and establishments to do kayaking on the river. Everyone forgot that if you build along the river, you had to get there and you had to park there. It kept diminishing the real estate for environmental activities; they needed green grass and had limited area there. They were either going to be an open green environmental fairground or something else. He was there to protect the interest of the fair.

Streckenbach informed that he was meeting with Village President Aubinger and he could suggest that they make a request to the Stadium District to look at that whole area including De Pere because there were questions about what they were going to do with their ice arena. Looking at this as a regional standpoint, address the very narrow discussion about the future but include all three entities. At the same time the county agreed that they needed to make some little investments on the current infrastructure.

In discussing the committee's pleasure, Corrigan informed that the bottom line was that they had to dispose of the water in the infield. Gravel could be used in the lot instead of asphalt. It's been costing about \$16,000 in the past three years to put bark down to help with the water problem. It was not a good plan to take the grand stand down and it was never addressed from day one.

Sieber suggested putting money aside in a fund or making it part of the budget was suggested and it could be of use for a master plan which was essential. In the next month it could be decided what this money would be used for whether it be a master plan or something else for this project. Putting aside a certain dollar amount that the committee felt comfortable with could be used for either project when that became decided as long as there was action. When that master plan was created it needed to be supported and the funding for that master plan also needed to be supported.

Lund felt they had to approve their plan tonight, they weren't going to do major work until 2017. They had to do the project anyway for the fair so they might as well fix the infield.

Van Dyck clarified that the motion was basically putting money aside in a fund that couldn't be spent until a plan was put forward. The plan had to be approved and moved through. The money could sit there forever if they never wanted to approve a plan; it was just a manner of establishing a fund.

Gruszynski saw this differently and separately, they could go ahead and put a plan together for the drainage and what they were going to do with the infield moving forward but they could make a commitment tonight about the trail. It could help alleviate a problem that they had moving forward right away. Set the \$300,000 aside but then move this trail ahead. It would solve an obvious need right now. Campbell and Kaye felt they should take care of the infield as well.

Van Dyck asked that Parks work in conjunction with the Fair Board, in conjunction with the Planning, Development & Transportation Committee and Public Works department to altogether put together a plan that was going to be okay with the Fair and Parks and have the blessing of Public Works to say that they were okay with the grading, etc.

Weininger provided an extra option regarding potential revenue possibilities that would go into a fund to be used for the fairgrounds.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to return to regular order of business. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to put \$300,000 into a Capital Improvement Fund for purposes of capital improvements/fairground renovations and/or plans at the fairgrounds and to direct the County Executive to approach the Stadium District Board for funds for an overall Master Plan for the area, and to request some type of matching funds from the Fair Board with a deadline of Feb 29, 2016.**

**b. Discussion re: Suamico Boat Landing area and parking. *Referred back for 2016 budget consideration.***

There had been several meetings; Kriese felt a lot of the issues had been addressed such as the bridge and parking bumpers. Parking had been approved 70%.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**c. Resolution Approving New or Deleted Positions during the 2016 Budget Process – Zoo and Park Management.**

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

## **LIBRARY**

### **Non-Budget**

**16. Budget Status Financial Report for August, 2015.**

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**17. Discussion and possible action regarding transfer of funds from the 425 Fund to Library Board for the purpose of necessary maintenance.**

Van Dyck reminded the committee that their only jurisdiction would be to approve or recommend to PD&T if that would be the choice for them to take it under consideration. It was really more informational at this level. If the committee didn't like what they hear they had the option to recommend to PD&T that they don't approve it.

Library Director Brian Simon informed that the 425 Fund was for construction improvement projects for the

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library. That's where the money was acquired for the original design of the central facility, for renovations. It was reapportioned to do some things to central facility mainly with safety. There were a lot of other issues that still needed to be addressed at central and were on a list that Public Works put together however it was in a stalled state in all cases. They can't just do one repair because it would require other things to be done. Rather than let the money sit there, the Library Board instructed Library Administration to come up with some things to use that fund for. There were two pieces to the fund, bonded funds and levied funds that the Library Board put into originally for elevators. Bonded funds ended up being used for the elevator project. Much of the levied funds, \$300,000 remained; \$900,000 in bond dollars.

Weininger had contact in to Bond Counsel to discuss a couple issues. He informed that these dollars had been sitting in their account for a long time and they may have issues on the reporting if it's not spent before 2015. The other issue was what the dollars could be used for. There was a question of whether or not they could use the bonding dollars for the resurfacing of the parking lot. They could potentially use the \$300,000 for that. The Library had contacted Facilities about estimates for blacktop for the asphalt.

Simons' informed that depending on what Bond Counsel said, if they could use the bonded funds for the parking lot that is what they'd like to do. If not they could redirect that to the levied funds. One other thing they would like to use the bonded funds for was a renovation of the auditorium. They recently put some of the library funds into an upgrade to the sound system. That had been very well received. People who had been using it wanted to use it more. The library had plans to use it more. The carpet was a safety issue and they had every Tuesday about 130-160 members from the Retired Men's Club and they had a group of about 300 now. While they were pulling out carpet, they had the seats out and mine as well put in new seating as it was 42 years old and if they cleaned the space up and made it what it could be, they believed that not only the Library would use it a lot more but the community would use it a lot more. Being the facility that it is, they understood that there was question as to what was going to happen in the future to the facility, if it was sold off, that bottom floor, with the auditorium, it was unlikely that someone would convert that into something else than an auditorium because it had a poured concrete slanted floor and it would be tens to hundreds of thousands of dollars to fix. That's why they felt very confident that the auditorium renovation was a good project. While they were doing the auditorium they'd like to refurbish the foyer and meeting rooms.

Estimates for the uses of bonded and levied funds for the library renovation was provided (attached).

Director of Administration Chad Weininger informed that there was a possibility that the Bond Counsel could come back and state that they had taken too long to expend those funds and they must use those funds to pay down the debt. He wasn't saying that that was going to happen but it could be a potential outcome where they are not able to use those dollars.

Simons informed that if they were unable to use the bonded funds for the parking lot they would transfer it down to the levied funds and that would be the priority one. Then they would through priority rank and address the furniture needs at the most needed facilities. The furniture needs were not minimal. They wanted to attract people to the libraries and they had to make people comfortable. They were holding on renovating the bathrooms because if anything were to happen they could bring the furniture with them. Simons was working on a replacement plan with the existing remaining reserve that they had for furniture.

Katers was not in favor of spending \$300,000 because it was sitting there as free money. They struggled with spending money on some future plans for the fairgrounds.

Simons informed that after the discussion at the full County Board with regard to the Southwest Library, the Library Board had been talking and started action on a county-wide long range facilities and services plan. They had nine locations and needed a bigger plan and to look ahead.

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**Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to refer to Planning, Development & Transportation with the recommendation that they approve the expenditures as identified. Vote taken. Nay: Katers. MOTION CARRIED 4 to 1**

**18. Director's Report.**

Simons informed that in September they held three classes where they taught kids computer coding, and they were full, eight spots, and eight kids each time. They were looking in October and November to do some more advance classes as well as classes for adults. The parents asked as they thought it was great.

Simons attended Launch Wisconsin, a conference for entrepreneurship and startups at Lambeau Field; it was wonderful. He met some amazing people doing amazing things in the community. He talked to people about how the library could help them and people were excited and scheduled appointments with their Head of Reference. They were helping the business community. When he took this job, this was one of his goals. As time went on, they were going to see more business owners realize the library was something that they greatly valued because they were helping them get to that next level.

They had been without a Deputy Director but had a verbal accepted offer from Emily Rogers who will begin November 9<sup>th</sup>. She's been in Green Bay for 18 years and had been working for UWGB, most of which in management level. They were excited to have her. Her strengths were going to marry up to what they needed.

They had three organizations that were very interested in renting the third floor, each meshed well with the library. They took tours and had lots of talks. Downside, they were all in very infant stages of their existence. How realistic it was, he was not sure but was still trying to move the needles to get them in there. The space was fantastic space. Erickson suggested converting the second floor to climate controlled storage for rent. Lund suggested talking to the people with the business incubator at NWTC, Simon informed that they had talked to them and there wasn't any interest at this point.

A brief discussion ensued with regard to the chillers; the air handlers were a renovation project. It would require ripping a hold in the exterior to get them out. They were part of the problem; they were 42 years old with a life expectancy of 25 years. He knew there was a heating coil in one of them that was on its last leg and when it fails it was unlikely to get the part and no way to get the part in the machine at this point. They really needed to start thinking very seriously what to do with that facility.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Library Budget Review**

**19. Review of 2016 department budget.**

Referring to pages 174 and 175 of the budget book, Simons went through their New Initiatives (Financial Literacy Series. Computer Programming Classes, Increase in Youth Services and Adult Programming, Electronic Devices for External Check Out and 1000 Books Before Kindergarten & Early Learning Activity Challenge Revamp) and Summary Highlights. Simons also provided a PowerPoint presentation (attached) re: 2016 Brown County Library Budget Proposal, 2016 Goals, Initiatives, and Strategic Plan Alignment and went through it with the committee.

**Motion made by Supervisor Campbell, seconded by Supervisor Kaye to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**NON-BUDGET ITEMS**

**20. Resch Centre/Arena/Shopko Hall – Complex Attendance for August and September, 2015.**

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## PROCEEDINGS OF THE BROWN COUNTY LIBRARY BOARD

A meeting was held on **September 17, 2015** at **5:15 p.m.** at the **Brown County Central Library, 515 Pine Street, Green Bay, WI**

**PRESENT:** KATHY PLETCHER, CARLA BUBOLTZ, NATHAN JESKE, BOB NIELSEN, and JOHN VAN DYCK,

**EXCUSED:** CHAD BIANCHI, TIM NIXON, VICKY VAN VONDEREN, and CHRISTOPHER WAGNER

**ALSO PRESENT:** Brian Simons, Curt Beyler, Lori Denault, and Sue Lagerman (staff).

### CALL TO ORDER

President Kathy Pletcher called the meeting to order at 5:19 p.m.

### II. APPROVE CONSENT ITEMS

**A. Agenda** There were no changes to the agenda.

**B. Minutes** There were no changes to the minutes and they stand approved.

### III. COMMUNICATIONS AND OPEN FORUM FOR THE PUBLIC

None.

### IV. LIBRARY BUSINESS

#### **A. Technology Report**

A Sharp Aquos Board was installed at the Central Library and staff is being trained. eResource, the catalog enhancement, went live. Two display monitors have been installed in the Central Library Board Room. The Kress and Weyers-Hilliard branches have digital display monitors that will run the same presentation software as the one at Central.

C. Beyler reported that projectors have been installed in the Meeting Rooms at Central, Kress and Pulaski. Audio has been installed at the East and Ashwaubenon branches and in the Somers Room at Central. Similar work has just begun at Weyers-Hilliard. With the exception of Wrightstown and Denmark branches, all projectors are mounted.

#### **B. Financial Manager's Report, Bills and Donations**

There were no bills out of the ordinary. L. Denault presented the August, 2015 financial report and the August, 2015 Gifts, Grants and Donations. **Motion** by N. Jeske, seconded by C. Buboltz, to approve the July 2015 financials and gifts, grants and donations as follows:

#### **Brown County Library Gifts, Grants & Donations Report August 2015**

#### **Gifts & Donations**

08/06/15	FBCL/Wrightstown Area Library Committee	2,744.63	Wrightstown Operating Exp.
08/06/15	Friends of Brown County Library	68.74	Every Child Ready to Read
08/06/15	Friends of Brown County Library	181.44	Apple TV Adapters
08/13/15	Barbara Jenkins	50.00	Kress Children's Materials
08/19/15	Branch Buddies of Brown County Library	648.64	Classes & Events
08/19/15	CPR Services - In Memory of Kathy Young Kinane	150.00	Parent/Teacher Materials
08/19/15	Sisters of St. Francis of the Holy Cross	200.00	Cellcom Edible Garden
08/26/15	Anonymous	1,000.00	Ashwaubenon Improvements
08/31/15	Ciara Butow	10.00	Library Improvements
08/01/15	Ashwaubenon	16.44	Donation Box
08/01/15	Bookmobile	4.75	Donation Box
08/01/15	East	34.01	Donation Box
08/01/15	Weyers/Hilliard		Donation Box
08/01/15	Central	26.28	Donation Box
08/01/15	Kress	25.30	Donation Box
08/01/15	Pulaski	6.75	Donation Box

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08/01/15	Southwest	10.32	Donation Box
08/01/15	Wrightstown	9.05	Donation Box
<b>Total Donations</b>		<b>\$ 5,186.35</b>	

#### **Federal & State Grants**

08/06/15	AT&T	5,515.20	E-Rate
08/19/15	Nsight/Cellcom	1,372.80	E-Rate
08/26/15	Century Link/Northeast Telephone Company	1,411.20	E-Rate
08/31/15	Nicolet Federated Library System	\$ 3,971.30	Collection Development
08/31/15	Nicolet Federated Library System	2,083.33	Technology Grant
<b>Total Grants</b>		<b>\$ 14,353.83</b>	

**Motion carried.**

### **C. FACILITIES REPORT**

C. Beyler reported that work at the Southwest Branch is likely to start in early date October and wrap up by the end of November or, early December. Construction won't intrude on interior library space until the last three or four weeks of the project. Lighting improvements in Central's auditorium are finished.

**1. Discussion of and possible action on use of Library 425 fund** B. Simons reported that he is still waiting for an answer regarding if the bonded money can be used toward furniture and auditorium upgrades. The bond document doesn't stipulate for Central only but the related resolution does. A new resolution could change that. The deadline to have it spent is not known. Chad Weininger has expressed an interest in updating some of infrastructure (based on the Trane study) but Central Administration doesn't feel that \$1M is enough to accomplish a whole project since one improvement depends on another. Originally, funds were bonded for engineering reports and blueprints. J. Van Dyck suggested that perhaps some of this money be spent on having a vision developed by an architectural firm and conduct studies on all locations to ultimately formulate a plan. This could be a good use of the money since there isn't enough money for repairs.

C. Buboltz suggested the idea of investing some of the money into Central's 3<sup>rd</sup> floor. K. Pletcher suggested an update on previous studies. B. Nielsen mentioned that HGA architects (MKE) has staff that specialize in libraries. They might be able to assist in writing up a practical Scope of Services that includes an assessment of mechanical systems. B. Simons will reach out to HGA staff and possibly have them come up and meet with the facilities committee.

The parking lot project is in limbo. Per Public Works, action has stopped. J. Van Dyck reiterated that it has to be done and that the Board has approved this project. He suggested that a resolution be included on PD&T's next meeting agenda that would authorize the transfer of money, in specific amount, to the Library budget for repairing the parking lot. This resolution should also include furniture replacement for varying locations.

### **V. REVIEW FUTURE LIBRARY SERVICE VISION AND MISSION**

No update.

### **VI. 2016 BUDGET UPDATE**

#### **A. Prioritize 2016 budget items per strategic plan**

B. Simons distributed a spreadsheet that took budget items outside of the \$160,000 the county executive (to keep all services at the current minimum level county-wide) is providing and weighted them using the criteria of strategic plan and mission and prioritized each item. This spreadsheet identifies what the library would need should additional budget money become available. It is important that the library has to advocate for all these things as they were included in the Library Board approved budget.

### **VII. OLD BUSINESS**

None.

### **VII. NICOLET FEDERATED LIBRARY SYSTEM**

Next meeting is in October.

### **IX. PRESIDENT'S REPORT**

None.

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#### **X. LIBRARY DIRECTOR'S REPORT**

The Library received a \$10,000 matching gift for the Ashwaubenon Branch. K. Pletcher and B. Simons had a very positive meeting with the Bellevue Village Board regarding options of providing a library in Bellevue. Supervisor Harold Kaye also attended expressing his belief that the county should fund county facilities. Bellevue's former Village President, Craig Beyl, spoke in support of libraries and public comment by 6 people also expressed support of libraries. The East Branch lease is up in February 2018. The current building doesn't really fit the library's growing needs.

There have been talks with Denmark High School regarding fiber, possibly funded with e-Rated funds, per NSight and BCTS. Fiber already exists nearby. This is a good opportunity to get good rate.

Corporation Counsel Kristin Hooker will meet with the judge regarding a dispositive motion on September 30. She indicated that legal interpretation does not need a jury – it only needs a judge to review and say yes or no. For 2016 bills, even if Outagamie doesn't pay, Brown County should because it is the law.

#### **XI. PERSONNEL COMMITTEE**

C. Buboltz and K. Pletcher met with B. Simons to review the process for tonight's closed session.

**XII. CLOSED SESSION** pursuant to Wis. Stat. § 19.85(1)(c) for the purpose of considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility – performance review for Executive Director.

**Motion** by J. Van Dyck, seconded by C. Buboltz, to move into Closed Session at 7:58 p.m. Roll call vote: Aye: C. Buboltz, J. Van Dyck, B. Nielsen, N. Jeske, and K. Pletcher. Nay: None. **Motion carried.**

**Motion** by B. Nielsen, seconded by N. Jeske, to return to Open Session at 8:22 p.m. Roll call vote: Aye C. Buboltz, J. Van Dyck, B. Nielsen, N. Jeske, and K. Pletcher. Nay: None. **Motion carried.**

#### **XIII. APPROVE ANY ACTION THAT MAY HAVE BEEN RECOMMENDED IN CLOSED SESSION**

**Motion** by C. Buboltz, seconded by J. Van Dyck, to fulfill the Executive Director's contract for incentive pay increase based on the 6 month performance review. **Motion unanimously approved.**

Brian expressed his appreciation for the library board's feedback and support during his first 6 months.

#### **XIV. SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW**

None.

#### **XV. MEETING SUMMARY/NEXT MEETING PLANNING**

#### **XVI. ADJOURNMENT**

**Motion** by B. Nielsen, seconded by N. Jeske, to adjourn the meeting. **Motion carried.**

The meeting adjourned at 8:25 p.m.

#### **NEXT REGULAR MEETING**

October 15, 2015

Central Library

515 Pine Street, downtown Green Bay

5:15 p.m.

Respectfully submitted,

Dr. Christopher Wagner, Library Board Secretary  
Sue Lagerman, Recording Secretary

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**PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD**

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, October 12, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

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PRESENT: Kevin Kuehn, Tom Sieber, Sandy Juno, Kramer Rock and Diane Ford  
ALSO PRESENT: Kasha Huntowski, and Beth Lemke

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**CALL MEETING TO ORDER**

1. Chairman Kuehn called the meeting to order at 4:38PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Kramer Rock and seconded by Sandy Juno to approve the agenda.  
Vote taken. MOTION APPROVED UNANIMOUSLY.

3. Museum Directors Report.

Museum Director Lemke announced that the meeting report would be an operational update due to the timing between budget meetings. She provided a brief update on 2015 budget expenses and the progress of the 2016 budget. The Museum working with Green Power Solutions had fifty exhibit light fixtures retro fitted from halogen side prong bulbs to LED screw bulbs. As part of this Focus on Energy program the cost per fixture including a bulb was approximately \$26.00 per fixture. In the 2016 Museum budget one hundred and fifty fixtures are budgeted for conversion.

Museum Director Lemke after consultation with Green Bay Neighborhood Officers and in working with Technology Services had two more recording cameras installed on the front of the building. The purpose was to have recording cameras capture the parking lot, river walk, garden beds, and most importantly the art sculptures. In 2016 a new sculpture funded by the Neville Public Museum Foundation will be installed in conjunction with an exhibit and connection to our local story.

The Neville in partnership with Bellin Hospital and NWTC is the new home to Lego Lambeau. This addition fits into the first floor Discovery Room. Bellin and the Neville needed technical help from NWTC students to disassemble, move, refit, and install the large exhibit. The Discovery Room will be rebranded with the theme of Art and Architecture with age appropriate activities connecting the large wall mural with the Lego Lambeau.

The Neville has reestablished the partnership with Ashwaubenon School District and will be working on common

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### **PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD**

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, November 9, 2015 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

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PRESENT: Kevin Kuehn, Bernie Erickson, Erik Hoyer, Tom Sieber, Kramer Rock and Diane Ford  
ALSO PRESENT: Ryan Swadley, Kevin Cullen, Kasha Huntowski, and Beth Lemke

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#### CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:30PM.
2. APPROVE/MODIFY AGNEDA

Motion made by Bernie Erickson and seconded by Kramer Rock to approve the agenda.  
Vote taken. MOTION APPROVED UNANIMOUSLY.

Museum Education Update. Education Specialist Ryan Swadley provided the board the following summary and next steps.  
**Summary**

- The Museum's youth tour program was recently overhauled, but it has not been evaluated; will need to implement individual evaluations for each tour going forward, and also begin reaching out to educators and assess the overall program to determine if it meets their needs, and what we can do to better meet their needs.
- There has been success with our youth programming, but those programs also need to have an evaluation system put into place. New initiatives are already underway, and this is the area with the greatest potential for growth.
- Similarly, adult programs have also been successful, and improvements are already underway. This is the area we've evaluated the most, and have gleaned much useful information.
- Our management of volunteers has been poor in terms of recruitment, engagement, and retention. Simply, we need to find better ways to utilize the volunteers we have, and as the needs for volunteers increase as program attendance increases, we will need to do a better job of managing those volunteers.
- While we do have a couple solid community partnerships, there is no shortage of folks we need to reach out to and work with.

For each programmatic area, the following steps will lead to improvement:

1. Identify the museum's core audiences and design programs around that audience's needs going forward, instead of developing programs and then trying to "sell" them to audiences.

2. Implement three levels of evaluation: Evaluation of the core tenants of each program series by stakeholders, participant/teacher evaluations, and internal evaluation to ensure programs support our mission.
3. Remain responsive, data-driven, and remember that nothing is sacred.

#### Next Actions

- Implement evaluations for youth tours and programs, and begin implementing changes based on those results.
- Reach out to contacts within the school system to determine that audience's needs from NPM, and adopt changes accordingly. Form a group of educators and professionals that can act as an advisory body.
- Reach out to community organizations to develop mutually beneficial programming.
- Reboot the volunteer experience from the ground up; develop new procedures for recruitment, continued education and engagement, communication methods, etc.
- Find new ways to make core audiences more aware of the programming designed for them.

Discussion ensued, Erik Hoyer recommended reviewing other local cultural venues volunteer programs specifically the Botanical Gardens. Bernie Erickson suggested once a revamped volunteer program was in place that the museum present its needs to the Retired Men's Club for assistance. Foundation Director Huntowski stated that once the program is revamped the Brown County Women's Community Club would also be a resource for the museum. Kramer Rock recommended better utilizing UWGB resources. Director Lemke stated that the museum's internships specifically in the collections department are greatly successfully with students from UWGB and St. Norbert. NWTC has had involvement on the grounds form Landscape and Design. Lego Lambeau would not have made the move from Bellin Hospital if it was not the volunteering of NWTC's Prototype and Design class and the museum in conjunction with a NWTC Problem Solving Class is hosting a Red Cross Blood Drive.

3. Museum Directors Report. Museum Director Lemke asked Deputy Director Cullen to provide a report on the 2015 Wisconsin Museums Conference presented by the Wisconsin Federation of Museums which the museum hosted on Monday, November 2<sup>nd</sup>. Deputy Director Cullen and Curator Zimmerman lead a session called Breathing New Life Into an Old Exhibit. The intent of the session was to gain expert museum opinion on methods to revitalize our aging permanent exhibition *On the Edge of the Inland Sea*. Participants had the chance to review the exhibition and generate content and design input, before reconvening for a group discussion regarding the project. The purpose of collecting data internally will drive future decisions in the visitor experience planning process.



Since the last board meeting the museum hosted our second Dinner Series Program for the year, hosted a sold out School Day Off Robotics Workshop, hosted a Brewing and Bottling Event for the Current Young Professionals group for 49 people, held a Kids and Canoes workshop in conjunction with Sisters in Spirit, opened a new "exhibit" in two cases in the Main Gallery with Jennifer Stevens with a program.

Staff is preparing the holiday truck for the Downtown Green Bay Parade. Lego Lambeau is getting set up for its debut on Saturday, November 21<sup>st</sup>. Bruce the Spruce and The Childrens Only shop will open for business Saturday, November 21<sup>st</sup>.

The Museum was invited to decorate a tree for auction for the 2015 Connect Inc., a cancer concierge and Nagel Private Wealth Management Christmas Tree Jubilee gala on Tuesday November 24<sup>th</sup>. The museum's tree is called *Snapshots in Time* and features 40 nostalgic images from the photography collection.

The Museum is also sponsoring Santa at the Bay Park Square Mall this Holiday Season. Santa will be handing out Museum passes with suckers. The Museum has a few exhibit, gift shop and membership ads in the Fox Cities Magazine, You Magazine and the Press Gazette. Additionally the Museum is a stop on the Holiday Gingerbread House Tour again this year.

Museum Director Lemke met with PMI and has started operational and programmatic discussions for the 2016 Tall Ships Festival.

The Research Technician recruitment has moved to interview selection.

Discussion ensued, no action taken.

**2015 Governing Board Meeting Dates**

Monday, December 14, 2015

**2016 Governing Board Meeting Dates**

**No January meeting**

Monday, February 8, 2016

Monday, March 14, 2016

Monday, April 11, 2016

Monday, May 9, 2016

Monday, June 13, 2016

Monday, July 11, 2016

Monday, August 8, 2016

Monday, September 12, 2016

Monday, October 10, 2016

Monday, November 14, 2016

Monday, December 12, 2016

4. Such other matters as authorized by law: With Veterans Day approaching Kramer Rock asked to recognize Bernie Erickson for his military service and for his ongoing community involvement with Veteran's and Veteran's Services.

Next meeting of the Neville Public Museum Governing Board will be **Monday, December 14, 2015 at 4:30pm.**

5. Adjournment. Motion to adjourn made at 5:14PM by Bernie Erickson and seconded by Erik Hoyer Vote taken.  
MOTION APPROVED UNANIMOUSLY

9/30/2015

	Annual Budget	YTD Budget	YTD %
Personnel	\$ 282,648	\$ 225,179	80%
Operations & Maintenance	\$ 659,223	\$ 473,237	72%
Outlay	\$ -	\$ -	0%
Public Charges	\$ 971,100	\$ 897,173	92%
Miscellaneous Revenue	\$ 58,500	\$ 67,329	115%

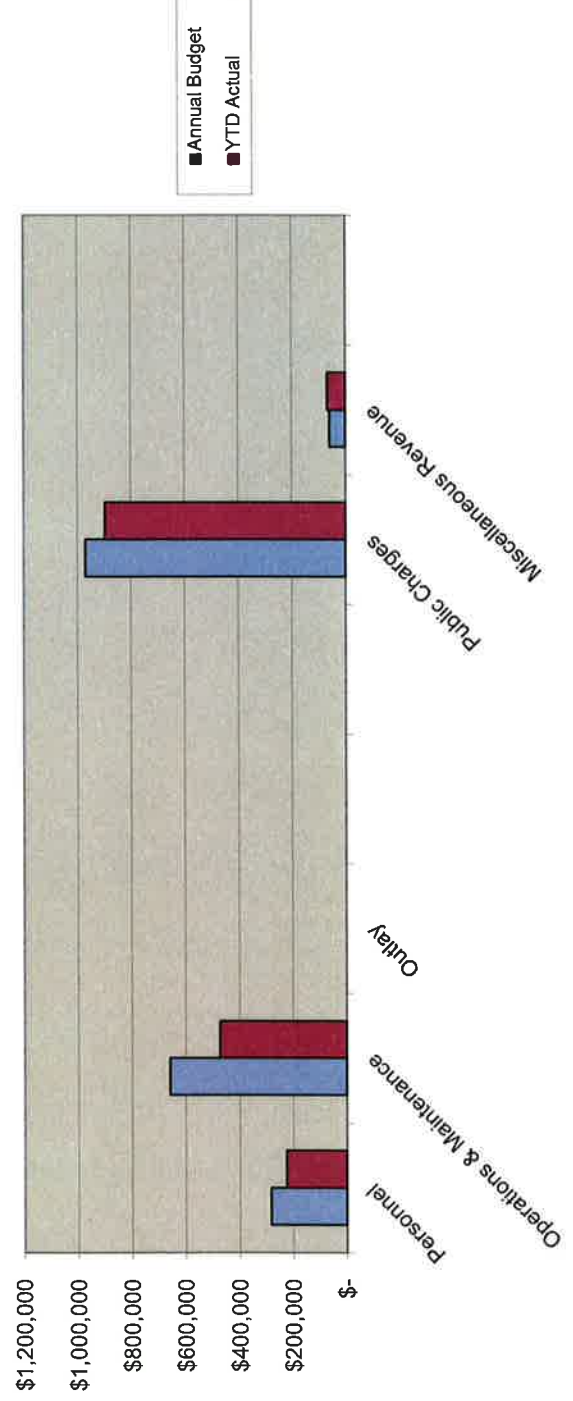
Public Charges consists of the following

Green Fees	\$ 680,000.00	\$ 627,593.00	92%
Cart Fees	\$ 200,000.00	\$ 204,771.00	102%
Concessions	\$ 90,000.00	\$ 64,809.00	72%

HIGHLIGHTS:

The Golf Course is a seasonal operation that operates April through November. All expenses and revenues are well within budgeted amounts.

## Golf Course Budget Analysis September 30, 2015





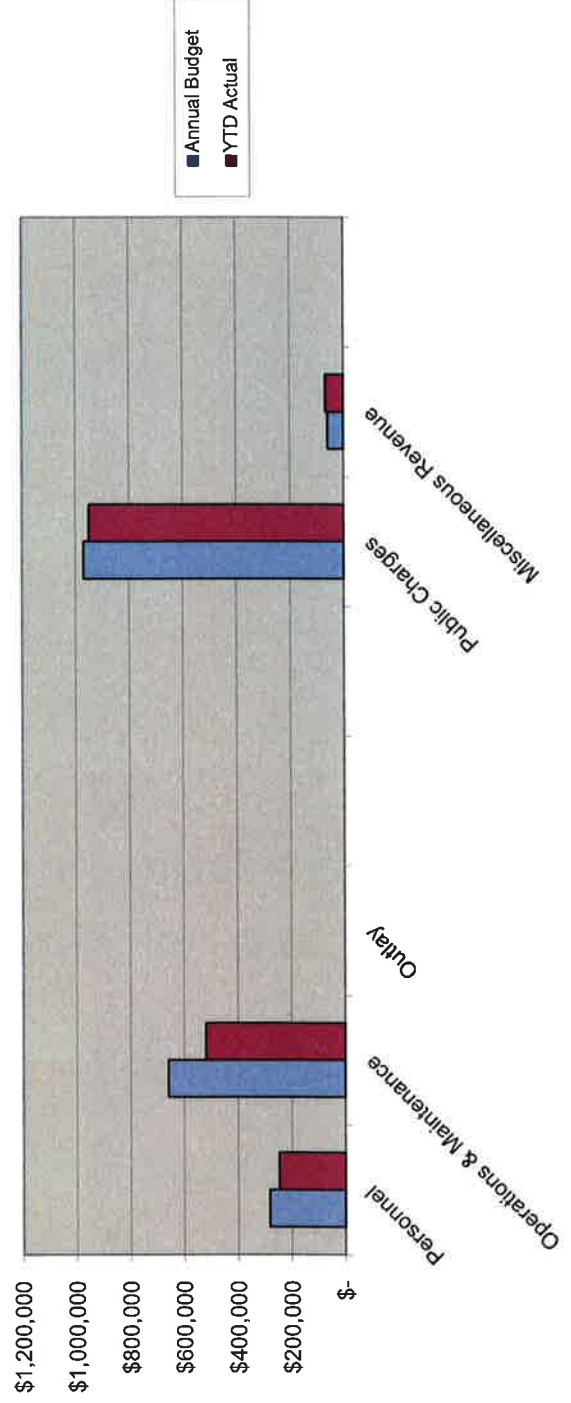
10/31/2015

	Annual Budget	YTD Budget	YTD %
Personnel	\$ 282,648	\$ 247,990	88%
Operations & Maintenance	\$ 659,223	\$ 518,679	79%
Outlay	\$ -	\$ -	0%
Public Charges	\$ 971,100	\$ 950,680	98%
Miscellaneous Revenue	\$ 58,500	\$ 67,454	115%
<b>Public Charges consists of the following</b>			
Green Fees	\$ 680,000.00	\$ 654,336.00	96%
Cart Fees	\$ 200,000.00	\$ 222,190.00	111%
Concessions	\$ 90,000.00	\$ 74,153.00	82%

**HIGHLIGHTS:**

The Golf Course is a seasonal operation that operates April through November. All expenses and revenues are well within budgeted amounts.

## Golf Course Budget Analysis October 31, 2015



# Golf Course Superintendent's Report

December 3, 2015

During the month of November here are a few highlights of things that were done:

1. Golf Course Update
  - a. Golf Course is Closed
    - i. Closed on November 15, 2015
  
2. Golf Course November Maintenance
  - a. Topdress all greens
  - b. Covered Green
    - i. Numbers 2,4,8,9,11,12,18
  - c. Sprayed all Greens, Tees, Approaches and Fairways with winter chemicals
  - d. Brought in all Golf course accessories
  - e. All golf carts are put away for winter
  
3. Upcoming Projects and Maintenance
  - a. Tree trimming and removal
  - b. Equipment oil changes and repair
  - c. Reel sharpening

November 16, 2015

**Mr. Scott Anthes, G.C.S.A.A. Golf Course Superintendent**

**Mr. Jim Ostrowski, P.G.A. Golf Professional**

**BROWN COUNTY GOLF COURSE**

897 Riverdale Drive

Oneida, WI 54155

**And**

**Mr. Mark Becker, P.G.A. Golf Professional**

***THORNBERRY CREEK at ONEIDA***

4470 N. Pine Tree Road

Oneida, WI 54155

Dear Scott, Jim and Mark,

The Wisconsin State Golf Association would like to formally request your two facilities, **THORNBERRY CREEK at ONEIDA** and **BROWN COUNTY GOLF COURSE** to serve as the host courses for the next two years (2016 & 2017) for one of our largest tournaments, the WSGA State Bestball (Four-Ball) Championship. The dates that we are requesting for each of the two years is as follows for each course:

**THORNBERRY CREEK at ONEIDA –**

**2016 (Primary) – Thursday, June 2<sup>nd</sup> through Sunday, June 5<sup>th</sup>**

**2017 (Secondary) – Thursday, June 1<sup>st</sup> and Friday, June 2<sup>nd</sup>**

**BROWN COUNTY GOLF COURSE –**

**2016 (Secondary) - Thursday, June 2<sup>nd</sup> and Friday, June 3<sup>rd</sup>**

**2017 (Primary) - Thursday, June 1<sup>st</sup> through Sunday, June 4<sup>th</sup>**

As you can see, we would like to have THORNBERRY CREEK at ONEIDA be the PRIMARY course in 2016 and be the SECONDARY course in 2017. That would mean that BROWN COUNTY GOLF COURSE would be the SECONDARY course for 2016 and the PRIMARY course in 2017. Basically, the PRIMARY course is the course that is needed for all four days of the championship, at which any playoff and all Four-Ball matches would be taking place.

The first page of the enclosure details all tee times needed for each course for each of the days that course is being used. The second page of the enclosure details what revenue would be derived for each course in each of the two years and does NOT factor in the many practice rounds that would be played at each course prior to the championship, nor the considerable Food & Beverage revenue that would be generated from hosting this championship.

This championship annually draws approximately **240 – 280** of the state's best amateur players for the championship. Given the amount of players that would be exposed to each of your courses at this early time of the golf season and that non-tournament play is available EACH day of the championship on each of the courses, I would hope that this tournament would be an attractive event for each of your clubs to host in 2016 & 2017.

Page 2

**2016-2017 WSGA State Bestball (Four-Ball) Championship  
Thornberry Creek at Oneida and Brown County Golf Course**

We sincerely appreciate the strong support that both **Thornberry Creek at Oneida and Brown County Golf Course** have always given to the WSGA tournament program. We do appreciate your consideration to this request and we look forward to your favorable written response at the earliest possible date. If you have any questions or concerns about this championship, please contact me at your convenience. My contact information is listed below.

Sincerely,

A handwritten signature in black ink that reads "Bill Linneman". The signature is fluid and cursive, with the first name "Bill" being more legible than the last name "Linneman".

**Bill Linneman**

WSGA Director - Rules & Competitions

Email: [bill@wsga.org](mailto:bill@wsga.org)

Office Phone: (414) 443-3560

Cell Phone: (414) 254-5179

Brown County  
Library

Budget Status Report  
10/31/2015

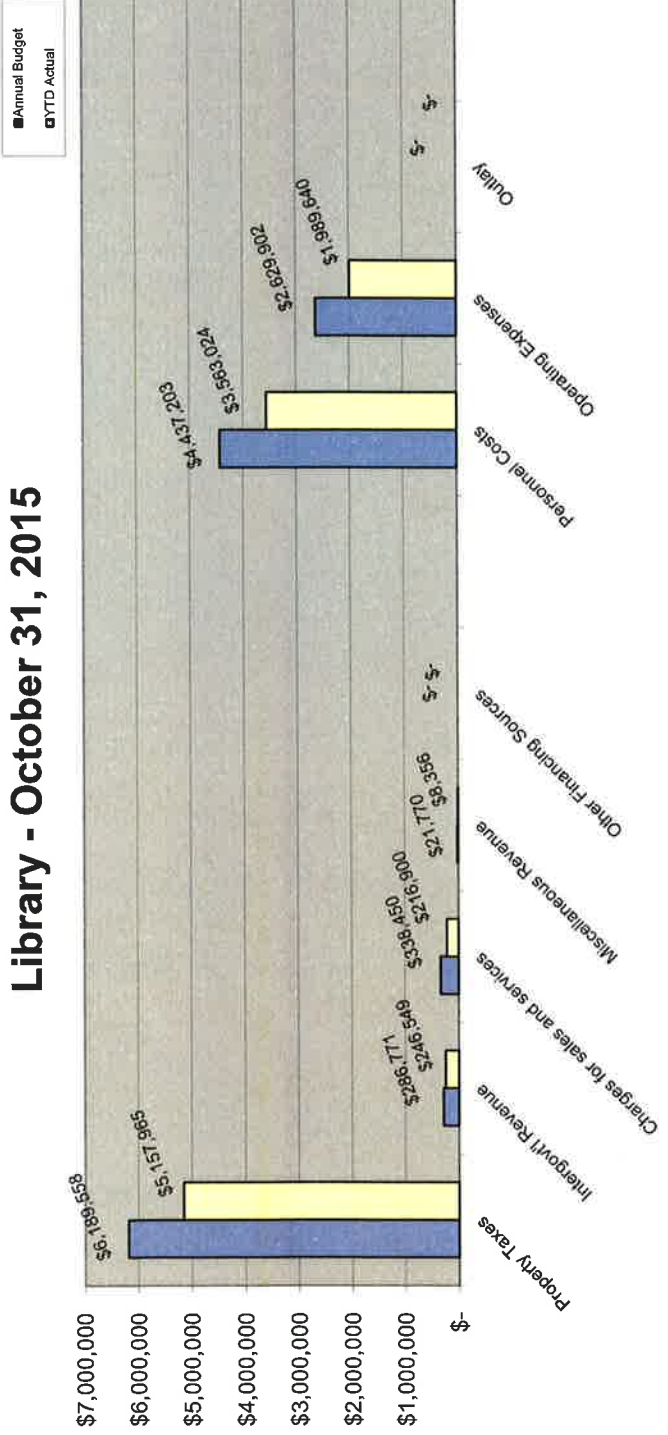
	Annual Budget	YTD Actual
Property Taxes	\$ 6,189,558	\$ 5,157,965
Intergovtl Revenue	\$ 286,771	\$ 246,549
Charges for sales and services	\$ 338,450	\$ 216,900
Miscellaneous Revenue	\$ 21,770	\$ 8,356
Other Financing Sources	\$ -	\$ -
Personnel Costs	\$ 4,437,203	\$ 3,563,024
Operating Expenses	\$ 2,629,902	\$ 1,989,640
Outlay	\$ -	\$ -

**HIGHLIGHTS:**

Revenues: Fines and fees revenue is under budget.  
Tenant vacated rental space resulting in loss of rent.  
This will have a significant impact on building rent.  
Payment has not been received from one county for their residents' use of Brown County libraries.

Expenses: Personnel costs, postage, utilities, and TS  
Chargebacks are all under budget.

## Library - October 31, 2015





## Brown County Library Report September, 2015

### Strategic Priorities

Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal

#### County-Wide Successes



The Summer Reading Programs wrapped up with a total of 10,659 participants – 8468 in the Children's program; 1433 in the Teen program; and 758 in the Adult program.

96 of the teen volunteers who assisted with the summer reading program and events at BCL's various locations attended the annual volunteer Pizza Party this August. They got reserved seating at a magic show in the library auditorium and a volunteer-only magic workshop.

Staff from several locations attended training on new technology, including the Aquos Board, paint.NET and eResource Central.

Youth Service Staff from all locations attended the annual Grassroots Meeting for children's librarians hosted by the Nicolet Federated Library System. Topics included incorporating early literacy skills and STEM organically in storytime.

The Lean Six Sigma committee completed interviews with the selectors of the library's collection.

#### Central Library Successes

Three late summer gardening events had 52 attendees. Barkhausen staff presented "Let's Dig it Up" and a Salsa Fiesta included a presentation by Green Bay Botanical Garden staff and salsa made with fresh ingredients from the library garden. The garden volunteer program wrapped up for the year, though a few are still participating in the Harvest Hullabaloo event in late September.

Large Print was weeded throughout the system, as Thorndike Press was offering a \$10 incentive per weeded book.



Staff created a video to send to public school districts that advertises the many resources that BCL offers to teachers. It can be viewed on the library's YouTube channel: <https://www.youtube.com/channel/UC21pre-Wv1Vn547pCpwOjcw?feature=watch>


Two "Intro to iPads" classes were taught at the ADRC. Both were well attended with over 20 participants who offered good feedback. Participants were also excited to hear that additional classes would be offered in November.

X		X		X
X	X	X		
				X
				X
X		X		
				X
X				
	X	X		



## Brown County Library Report September, 2015

### Strategic Priorities


Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
A staff team hosted the first two Arduino classes that had 11 total participants. Another classes scheduled for, September 29.	x	x	x		
Staff created a video highlighting the Edible Garden. This video will be shown during the Harvest Hullabaloo event on September 27 and elsewhere to continue to promote the garden.	x				
Staff's innovation grant for bike locks was approved - the library will soon be purchasing bike locks that patrons can borrow.					
 Two professors from UWGB have agreed to co-facilitate the MOOC that will be held in November.		x	x		
Despite the weather, 1480 kids and adults attended Library Morning at the Brown County Fair on August 20, using passes the kids earned through participation in the library's summer reading program. This event is made possible by the Brown County Fair Association.	x				x
Central Library staff and volunteers from the Friends of the Library staffed a table at the Service League's Back to School Store, where crowds of preschoolers and parents created Seed Baby Necklaces publicizing the library's Children's Edible Garden.	x				
A one-month record of 277 entry forms for the 1000 Books Before Kindergarten program -- representing 13,850 books read -- were received in July.	x				
Bilingual library staff from Kress and Ashwaubenon joined the Bookmobile at the Head Start Orientation Day in August, signing kids up for library cards and promoting 1000 Books Before Kindergarten and the Early Learning Activity Challenge.	x				
Mini-grant report completed for Giant Early Learning Play Date (funded through DPI - LSTA).	x				
Central Youth Services staff provided additional training for Children's Librarian who started at Pulaski.	x				x
Attendance at the library's annual Summer in the City series totaled 2994. This series features professional children's entertainers in the library auditorium, ranging from musicians to magicians to mad scientists.					





## Brown County Library Report September, 2015

### Strategic Priorities



Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
<b>Ashwaubenon Branch Successes</b>					
A check for \$300 was received from the Lions Club and will purchase board books. Staff attended the Lions' monthly meeting to accept the check and talk about needs of the branch.	X				
Staff sent letters to all the schools in the area offering to come and speak about library resources that are available to teachers and students. Visits were made to Holy Family and St. Mark's Lutheran.	X				
The meeting room was rented by one business and booked by several community groups including the Ashwaubenon High School, the Cricket Association, and the U.S. Census Bureau- representing businesses, schools, and government agencies.			X		
Author Bea Seidl attended the ABC Book Club for this month's title. 36 readers attended the discussion.			X		
 Wii Bowling Fall League began and had full participation for both morning and afternoon sessions. Everyone was happy to get back to bowling after the summer break.			X		
Book Babies storytimes numbers are consistently high ranging between 30-50 participants weekly.	X				
<b>Denmark Branch Successes</b>					
Two 4K groups from the Early Childhood Center (ECC) will visit each month. The special education students are coming on a weekly or bi-weekly basis during good weather conditions.	X				
Over several sessions staff was able to help a customer complete an online job application to work at Costco. The customer needed much assistance using a computer and also navigating the online application.		X			
The branch collaborated with the Denmark Elementary School and All Saints Elementary School for a Back to School Read-A-Thon. The students learned some basics of creating your own plots to a story. Each student had a puppet and a prop to use to create an ongoing story with every student in the room. Activities included making personalized bookmarks and 10 minutes of silent reading.	X				





## Brown County Library Report September, 2015

### Strategic Priorities

Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>		Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
Staff continues to work with the Denmark High School Counselor and Media Specialist in scheduling a tutorial for the library's online study resources.						
 Staff is working with the Denmark Community School to ensure all their students have library cards. Library card applications have been sent to those who do not have a card since the library provides additional research materials to the students who develop their own topic of study.		x				
<b>East Branch Successes</b>						
Staff viewed the webinar, "Senior Moments: Event planning for the mature audience," and "Reaching Reluctant Readers."		x		x		
<b>Kress Family Branch Successes</b>						
A segment for NBC26 Cares was filmed featuring the 'good Samaritan' who wanted to Pay It Forward when he helped a mom clear library fines on her daughter's card. <a href="http://www.scrippsmedia.com/nbc26/news/nbc26-cares/Bellevue-Photographers-Random-Act-of-Kindness-328967581.html">http://www.scrippsmedia.com/nbc26/news/nbc26-cares/Bellevue-Photographers-Random-Act-of-Kindness-328967581.html</a>						
<b>Pulaski Branch Successes</b>						
New meeting room technologies were utilized in storytime including an iPod, Apple TV and speakers. The adults and children love hearing the music better and were excited to see the Monster at the End of This Book app used during a weekly storytime.		x				
<b>Southwest Branch Successes</b>						
Book Babies storytime started on Tuesdays at 9:30am with a surprising 39 in attendance.		x				
Good Day Reads: Is it wine o'clock yet?  Branch Coordinator was the guest of Fox 11 Good Day Reads. Her topic "Is it wine o'clock yet?" featured both fiction and non-fiction titles.						x
Started the first of a series of 4K Friday events. These events are designed for ages 3-5 and focus on STEM related activities.		x				

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## Brown County Library Report September, 2015

### Strategic Priorities

Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
<b>Weyers-Hilliard Branch Successes</b>					
The digital display monitor is up and running with promotions for programs and services offered at the branch.	X	X	X	X	
A new display called the "Readbox." Is a cart decorated to look like Redbox. It will be moved around in the library with various displays of library materials. Already, it has attracted a lot of attention.	X				
The parking lot has been resurfaced and it looks great!					X
A sidewalk was installed extending the full front of the building by the parking lot. This is a nice addition for patrons.					X
A customer asked for a "good read" suggestion. She does not like heavy, gory mysteries, so staff recommended <i>The No. 1 Ladies' Detective Agency</i> by Alexander McCall Smith. She took the book home that day, and it was found in the morning drop with a note: <i>Thank you for selecting this novel you thought I would enjoy. It was humorous and I did like it.</i>			X		
	X				

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## Brown County Library Report October, 2015

### Strategic Priorities

#### Library Mission:

*Brown County Library provides trusted information and resources to connect people, ideas, and community.*

#### County-Wide Successes

Library staff attended the ACHIEVE Community Briefing on October 21.



The BC STEM Network, to which the library belongs, held a launch event at the Central Library in partnership with 9 community organizations.

Five BCL children's services staff participating in a two month online course "Supercharged Storytimes," which applies the latest research in early literacy.

The library's Leadership Line-Up group visited 3 libraries in Wisconsin to see what they do to engage their patrons and what new things they are offering. Libraries visited were Neenah, Fond Du Lac and Two Rivers.

#### Central Library Successes

The rollout of Arduino events continued with two introductory Arduino at the Library events, which had 11 participants. The first ever Arduino Club was a learning experience and had 9 participants. The first Arduino session for adults had 6 adults attending. This was very well received and there seems to be continued interest in holding more events for adults in the future.

Outreach Coordinator and Books and More staff participated in the Forever Young Senior Expo at ShopKo Hall. Their booth was very popular and they were able to sign up over 20 new library card accounts, update current cardholder records, answer questions about the library website and explain digital resources such as OverDrive.

The garden wrap-up event, "Harvest Hullabaloo," on Sunday, September 27, had over 100 attendees.



Staff took Book Bike to Tittletown Brewing Company for an outreach event, "Tap into the Library."

The "Brown County Grows" speaker series had an average of 40 attendees at each of the three programs. Feedback was positive and attendees also gave suggestions for topics for the future. Another series in late winter or early spring is being considered.

Staff taught "The Library Online" course (which covers the library website and digital resources) for first time at the ADRC. This had 22 participants and was very well received. Immediately afterward the ADRC asked to schedule another session, which is set for early December.

Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
X	X	X		
X				
				X
X	X	X		
		X		
X		X		
		X		
		X		
		X		



## Brown County Library Report October, 2015

### Strategic Priorities

Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
The Retired Men's Club asked for an iPad class, so staff scheduled two special sessions specifically for their members. The first class had 27 attendees, the 2nd one will be held on Oct 30.			X		
ACHIEVE Brown County Outcome Team 1 meetings were hosted at the Central Library.					X
<b>Program/event highlights for kids and teens:</b> Cardboard Challenge launched new partnership with Proto GB a new nonprofit "maker space" organization; costumed characters from the 501st organization participated in Star Wars Reads Day; multiple Arduino sessions; family night storytelling at Langlade School (125 attended); classes from Da Vinci School and a group from the Boys & Girls Club have started regularly library visits for tours, presentations and book checkouts. Trinity Lutheran and Howe elementary have also scheduled multiple visits this school year.	X				
Children's Department Coordinator completed commitment as a Reviewer for LSTA grant applications, through the DPI -- 10 applications in the Accessibility category submitted by libraries across the state.					X
As a culmination of the library's Summer Photo Crew volunteer project--offered in collaboration with Brown County 4-H -- a 3 1/2 minute video was created about the second summer of the Cellcom Children's Edible Garden, illustrating the purpose, activities, volunteers and donors.					X
A representative of Hu Hot made real s'mores at a Camp Out Play Night that featured stories, pretend play, and literacy activities. 95 attended on a Tuesday night.	X				
Additional early literacy packs of books and props were provided to Healthy Families and Family & Childcare Resources of NEW. The home visiting professional of these organizations will use the packs to model ways parents can help their children build pre-reading skills. Children's Librarians are presenting model storytimes and tips to parents and professionals with these organizations as part of the ongoing Community Partnership for Children.	X				
Children's librarian completed online four week class "Bilingual Storytimes at your Biblioteca" to enhance skills and gain new ideas.					
Library staff again participated in the Kids' Autumn Adventure at Bay Beach Wildlife Sanctuary and provided "wild" storytelling. The Bookmobile also participated this year. Thousands attend this huge event sponsored by the Thursday Morning Breakfast Optimists.	X				
The Annual Local History Series ran five consecutive Thursdays with over 400 attending.					



## Brown County Library Report October, 2015

### Strategic Priorities

#### Library Mission:

*Brown County Library provides trusted information and resources to connect people, ideas, and community.*

#### Ashwaubenon Branch Successes

A library user committed a matching grant up to \$10,000 to fund new furniture at the branch.

#### Denmark Branch Successes

The Early Childhood Center (ECC) 4K classes will be visiting again. A schedule has been created and storytimes will tie in with their curriculum. 90 new library cards for the students who did not have cards.

A representative from Gnome Games facilitated game program for children and teens.

The high school's book club met for the first time this school year. There was a deep conversation about the theme and characters from the *Bridge to Terabithia*. A lengthy conversation ensued on loss and our American culture on death and dying. The group meets monthly.

The "Winterizing Your Gardening" attracted 6 people to the Library. A local gardener came in with plants to show how to split bulbs and trim.

Supervisory and Research staff met with Principal Nehls to demonstrate Learning Express Library for ACT and AP Prep. The principal plans to have an intern in the guidance department follow up with teachers and students. School media staff and Brown County librarians will be available to assist as needed.



120 new library cards were processed for the sixth graders at Denmark Middle School. Jill Pearson, Denmark Media Specialist, has been working with the sixth grade classes to learn the BCL catalog, placing holds and Novelist. This is a great collaboration.

Staff attended a workshop called, "Poverty Awareness through Library Engagement," that focused on raising awareness of the resources that are available within the community. Library staff applied for and received a mini-grant from NFLS that will allow the library to print and mail out a list of these resources. Also, this list will include library services that people may find beneficial including free access to computers, the internet, and the programs that can teach people how to use these resources.

Staff been working with a library patron to help her apply for jobs, and build the computer skills required to do so. At first, she would need someone to walk her through entering text and using the mouse to select items from a drop down box. Although she still does need assistance to complete the applications, she is now able to complete entire sections on her own.


A student and an additional adult volunteer have been RFID tagging the collection and are about 1/3 done.

	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
X					
			X		
			X		
			X		
	X				
X					
		X			
		X			
					X



## Brown County Library Report October, 2015

### Strategic Priorities

Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>					Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
<b>East Branch Successes</b>									
Some outside building improvements have been made. Volunteers from NEW Lutheran along with BCL Facilities staff removed dead shrubs and gravel and replaced it with mulch. Benches and plantings will come later. BCL facilities staff spread a concrete product over concrete in front of building to fill in cracks and holes.									
Internet speed has been improved. The T1 connection which was 6 Mbps has been replaced with leased fiber from AT&T that has increased the speed to 50Mbps. There seems to be fewer printing errors and canceled jobs.						X			
Branch Supervisor attended the Schmidt Park Neighborhood Association's annual meeting and talked about library resources to about 50 people. She also spoke and also had the opportunity to talk with city councilman David Nennig and encouraged him to hold a listening session at the branch library.									
Staff is proctoring several online students on a regular basis.						X			
Children's librarian conducted storytime at a local fire station during October – Fire Prevention Month. 110 people attended.					X				
<b>Kress Family Branch Successes</b>									
 The "Intervals" music series held on four Tuesday evenings had an average of 20 people each week. Many positive comments were received.							X		
Kathryn Gahl was a guest for Local Author Showcase Many local college students participated in open mic.							X		
The branch was the site for the Friends of the Library's Give-A-Kid-A-Book's Public Service Announcement filming.									
The Picnic and Play partnership met at the DP Farmer's Market this month to learn about healthy eating.					X				
Children's Librarian celebrated Hispanic Heritage Month with special storytimes in English and Spanish.					X			X	
Hosted classes from Providence Academy for storytime for the younger group and library tours for the older students.					X				
<b>Pulaski Branch Successes</b>									
The parking lot was resurfaced and striped.									X

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## Brown County Library Report October, 2015

### Strategic Priorities

Library Mission: <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
A coupon exchange is up and running.			X		
Staff attended the Poverty Awareness through Library Engagement workshop at the Shawano City-County Library and she applied for and received a mini grant to raise poverty awareness in the community through a chili event.			X		
<b>Southwest Branch Successes</b>					
The first -ever Southwest Tailgate program for the neighborhood was held before a Monday night Packer game, outside on the front lawn. Over 75 people attended, many of them who came just while out taking a walk or headed somewhere else.			X		
Supervisor met with Julie Howell of Beaumont Elementary's 4K program and set up two dates to come to do stories and model literacy skills to her students and their parents.	X				
Three class visits of 3rd graders from Beaumont Elementary were held. The students sent handmade thank you cards- they loved coming and everyone (even those without a library card) were able to take home books that day.	X				
Staff attended Parent Cafes presented by Encompass. These Parent Café series can easily be facilitated by BCL. We're working on the logistics of hosting one at a BCL location in 2016.			X		X
Held a series of Art in the Afternoons for school aged kids. A group of dedicated kids came every week for the craft.			X		
Telling our story: An application for a child was received during the Beaumont School visit whose parent had \$60.00 in fines. Through our new policy of negotiating down the fines, the parent was able to pay \$30.00 of the fine and the child was able to get a card and check out books when her class visited the library.					
<b>Weyers-Hilliard Branch Successes</b>					
Projector equipment has been installed and is being well used.					
Patron, Christine Demeuse noted, "What a great idea!" She had company coming over this weekend and she needed to make monkey bread but didn't have the pan. She was very grateful to be able to rent it at the library. "You've made my day!"			X		





## Brown County Library Report October, 2015

### Strategic Priorities

<b>Library Mission:</b> <i>Brown County Library provides trusted information and resources to connect people, ideas, and community.</i>	Enhance Education for Children	Support Economic Development	Provide a Third Place to Engage Community	Foster Cultural & Diversity Awareness	Management Goal
<b>Wrightstown Branch Successes</b> <p>Staff spent time with the reading specialist at the Wrightstown Middle School to work with downloading free books from Overdrive onto the iPads they are using in their classroom.</p> <p>Branch staff and Carla Buboltz, Wrightstown School District Superintendent, formed a partnership between the library and the Wrightstown School district to help bridge the learning gap for Spanish- speaking families with preschool age children. The first story time was attended by 2 families.</p> <p>The Wrightstown Fire Department came to the library on October 7, to talk about fire safety during National Fire Prevention Week. There were 52 people in attendance.</p> <p>Gary Beyer, a local author from Oshkosh, gave an afternoon presentation and talked with people about staying positive during hard times. We had 13 people attend.</p> <p>The Children's Museum of Green Bay presented their Robots program on October 28 and there were 37 people in attendance.</p> <p>The 3rd Annual Fun Run was held on Saturday, October 10th. About 70 kids participated in the event. After the run, the families were invited to the library for refreshments and games.</p> <p>Staff attended the Poverty Awareness Workshop at Shawano Public Library. She earned a mini grant of \$100 to put towards a DIY program for adults that will be held on December 2nd.</p>	X				
	X		X		
	X				
	X				
	X		X		
			X		
			X		

6

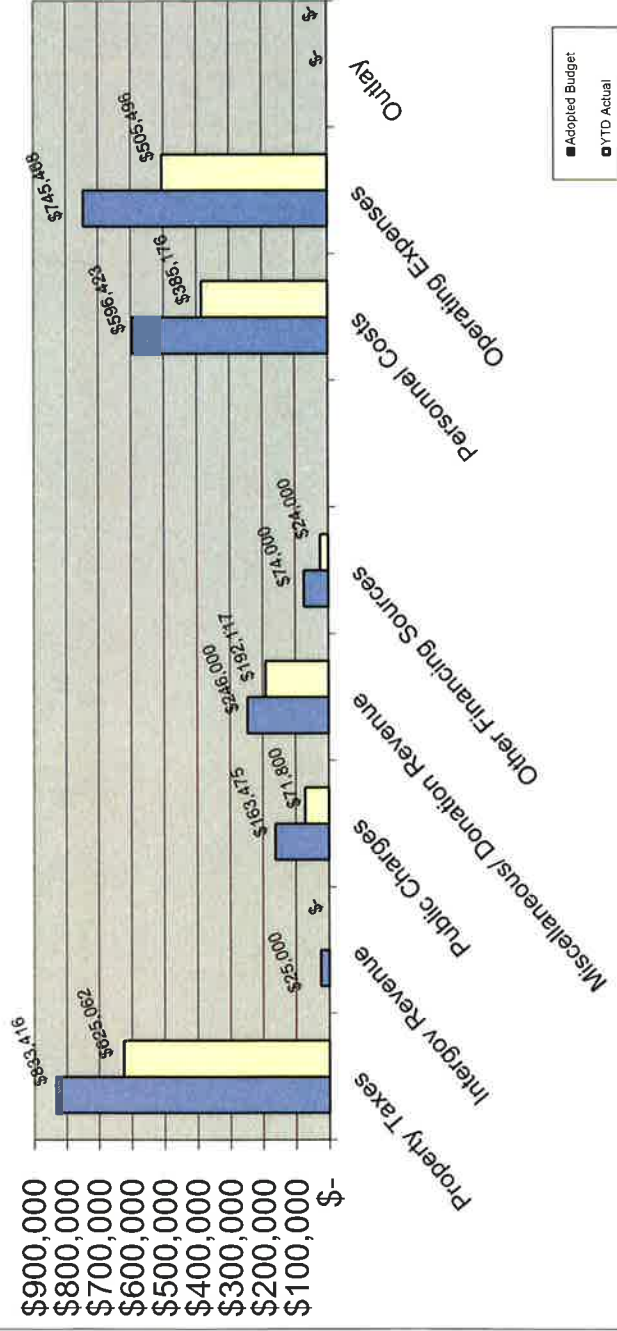


**Museum**  
**Budget Status Report (Unaudited)**  
**12/3/15 Ed & Rec**

	Adopted Budget	YTD Actual	YTD Percentage	Comments:
Property Taxes	\$ 833,416	\$ 625,062	75.0%	
Intergov Revenue	\$ 25,000	\$ -	0.0%	
Public Charges	\$ 163,475	\$ 71,800	43.9%	
Miscellaneous/ Donation Revenue	\$ 246,000	\$ 192,117	78.1%	
Other Financing Sources	\$ 74,000	\$ 24,000	32.4%	
Personnel Costs	\$ 596,423	\$ 385,176	64.6%	
Operating Expenses	\$ 745,488	\$ 505,496	67.8%	
Outlay	\$ -	\$ -	#DIV/0!	

**Comments:**  
**Public Charges:** include gate, photo sales, vending and room rental  
**Other Financing:** intralund transfer for Master Planning \$74,000 carry over to FY15  
**Miscellaneous Revenue:** includes NPMF funds for exhibits and programs  
NPMF uses intra-county expense Copy Center  
} charge back amounts are deposited in Miscellaneous Revenue line  
**Intergov Revenue:** we did not receive WI State Dept of Tourism JEM grant.  
**Operating Expenses:** has a YTD encumbrance amount of \$61,983.11 due to Security Contract and Advertising

## Museum - September 30, 2015



# Museum

## Budget Status Report (Unaudited) 12/31/15 Ed & Rec

	Adopted Budget	YTD Actual	YTD Percentage	Comments:
Property Taxes	\$ 833,416	\$ 694,513	83.3%	
Intergov Revenue	\$ 25,000	\$ -	0.0%	
Public Charges	\$ 163,475	\$ 79,116	48.4%	
Miscellaneous/ Donation Revenue	\$ 246,000	\$ 192,617	78.3%	
Other Financing Sources	\$ 74,000	\$ 24,000	32.4%	
Personnel Costs	\$ 596,423	\$ 422,590	70.9%	
Operating Expenses	\$ 745,468	\$ 544,512	73.0%	
Outlay	\$ -	\$ -	#DIV/0!	

### Comments:

**Public Charges:** include gate, photo sales, vending and room rental.

**Other Financing:** Intrafund transfer for Master Planning. \$74,000 carry over to FY15

**Miscellaneous Revenue:** includes NPMF funds for exhibits and programs.

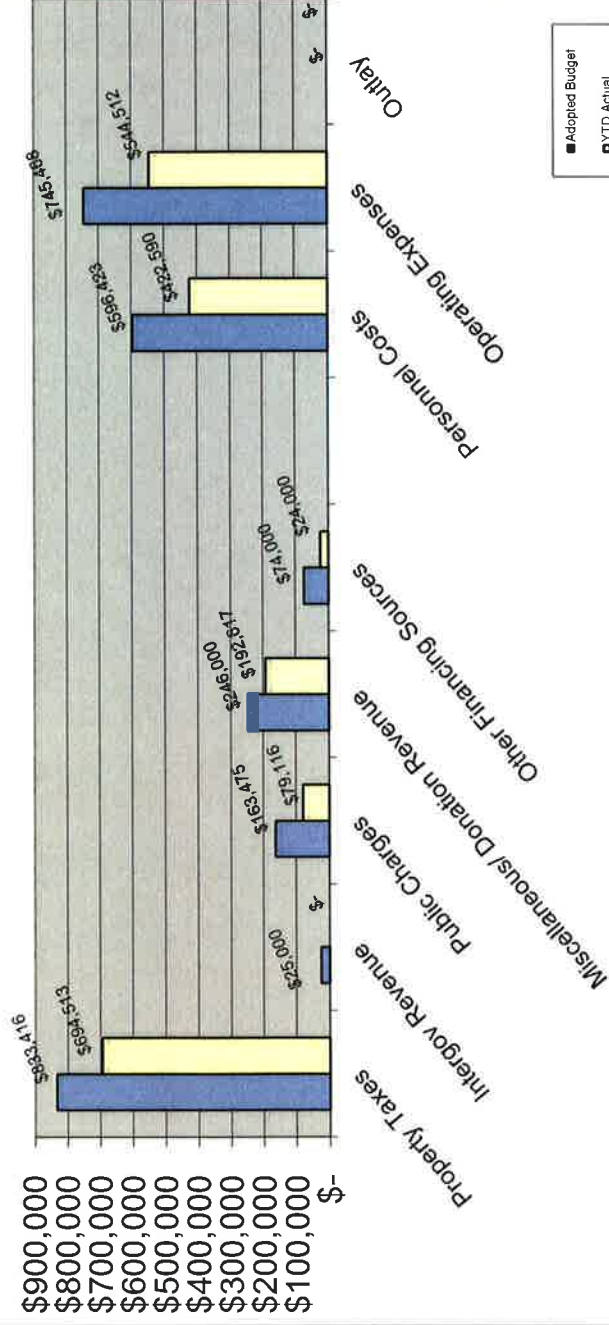
NPMF uses intra-county expense Copy Center

charge back amounts are deposited in Miscellaneous Revenue line

**Intergov Revenue:** we did not receive WI State Dept of Tourism JEM grant.

**Operating Expenses** has a YTD encumbrance amount of \$61,983.11 due to Security Contract and Advertising

## Museum - October 31, 2015





## **Bridging Communities. Connecting Generations.**

### **Neville Public Museum Director's Report Education & Recreation Committee Brown County Board of Supervisors December 3, 2015**

#### **Operations:**

September and October hosted two major exhibit openings and three smaller exhibit openings in the mezzanine and in *The Edge of the Inland Sea*. The Neville was the host to the Wisconsin Underwater Archaeology State Conference. Deputy Director Kevin Cullen is the President of this organization and the connection to the exhibits enhanced the conference experience for all participants.

The Museum working with Green Power Solutions had fifty exhibit light fixtures retro fitted from halogen side prong bulbs to LED screw bulbs. As part of this Focus on Energy program the cost per fixture including a bulb was approximately \$26.00 per fixture. In the 2016 Museum budget one hundred and fifty fixtures are budgeted for conversion.

Museum Director Lemke after consultation with Green Bay Neighborhood Officers and in working with Technology Services had two more recording cameras installed on the front of the building. The purpose was to have recording cameras capture the parking lot, river walk, garden beds, and most importantly the art sculptures. In 2016 a new sculpture funded by the Neville Public Museum Foundation will be installed in conjunction with an exhibit and connection to our local story.

The Neville has reestablished the partnership with [Ashwaubenon School District](#) and will be working on common goals to achieve digital projects that connect students to community history, state history standards and the Neville's world class collection.



***Extreme Deep Exhibit Opening***



***Sisters in Spirit Exhibit Opening***





**Wisconsin Underwater Archaeology State Conference**  
**Tamara Thomsen covering all of the ships that she surveyed in 2015 (left)**  
**Thomas Lutz presenting The Unknown Great Fisher Family of Wisconsin (right)**



**Before Main Exhibit Gallery Case (left)**  
**After Main Exhibit Gallery Case (right) Installation of Jennifer Stevens Pottery**

**The Neville Public Museum Governing Board** met on Monday, September 14, 2015 and Monday, October 12, 2015. As part of the 2016 budget process Museum Director Lemke shared that the Education and Recreation Committee would be taking up the Museum's budget on Thursday, October 8, 2015 starting at 4pm at the Northern Building. At the Executive level an additional \$20,000.00 in levy has been added to the Museum's marketing line item. The money is to be only used to increase visitorship to the museum. Museum Director Lemke is to provide an accounting of those dollars and a measure to see how much money the \$20,000 investment generated. Museum Director Lemke provided the board an updated marketing/promotions budget with fixed expenses and variable expenses split out. Once the Museum's budget advances Museum Director Lemke will provide the board an updated marketing/promotions budget at the December meeting.

**Neville Public Museum Foundation:** The Neville Public Museum Foundation Finance Committee met on Wednesday, October 14, 2015 and accepted the 2016 Neville Public Museum Foundation budget. The 2016 Foundation budget will be up for approval at the December 15, 2015 Board meeting. Updates on the December 8 Night at the Museum social event were provided by Foundation Executive Director Huntowski.

**Museum Strategic Planning: STRATEGIC AUDIENCE ANALYSIS & KEY MESSAGE SERVICES**

**Bridging Communities. Connecting Generations.**

**Key Audiences:** Families, Educators, Member/Donors and Local Businesses

The Leadership Team continues work on the following opportunities as part of the Neville's Strategic Planning.

- Use the strategic purpose to hold employees accountable. This means routinely asking the employees to show how they have improved "bridges to the community" and "connecting generations".
- Train employees on how to use the strategic purpose statement in their daily interactions and decision-making.
- Advocate for the Neville based on the strategic purpose. Seize every chance to amplify on the core message of "Bridging communities. Connecting generations."
- Re-orient marketing efforts around the strategic purpose.

**Upcoming Exhibits:**

***EXTREME DEEP: Mission to the Abyss***

Take a deep dive into the mysterious world of deep-sea exploration at the Neville Public Museum. Presented by Evergreen Exhibitions in collaboration with Woods Hole Oceanographic Institution, *EXTREME DEEP* is an interactive exhibit that highlights the adventures of deep-sea discovery through cutting-edge science and technology. Newly discovered life forms, thermal vents, close-up views of deep-sea research submersibles, and shipwrecks, including the *Titanic*, are among the attractions in this deep-sea adventure. (Sept. 19, 2015 — Jan. 3, 2016)

***Sisters in Spirit: Native American Stories in Rocks and Beads***

Wisconsin is a unique mixture of immigrant and native populations. Living together in complicated relationships for hundreds of years, both populations shaped the State in which we live. *Sisters in Spirit: Native American Stories in Rocks and Beads* displays the works of two artists – one Oneida and one from European stock – who both hear the whispers of the original occupants of our shared home. When their work is viewed together, the viewer gets a compelling glimpse of the continuing influence of Native Americans on contemporary Wisconsin art. Through their art, the ancient stories of our land speak again. (Sept. 26, 2015 — Feb. 14, 2016)

**Celebrate Centennial Programming:**

**November 2015**

11/2/15 40<sup>th</sup> Annual Wisconsin Federation of Museums Conference  
11/4/15 Neville Public Museum Astronomical Society meeting and program 6:30pm-8:30pm  
11/4/15 International Film Series 7pm-9pm  
11/5/15 Cellar Series *Highland Scotch Ale* Recipe 6pm-7:30pm  
11/7/15 Explorer Saturday with Jennifer Stevens 12pm-3pm  
11/12/15 Current Young Professionals Museum Event  
11/14/15 Outreach Bay Park Square Mall Santa arrival  
11/17/15 Youth Program: Performance of Etty 1pm-2:30pm  
11/17/15 Dinner Program – Gary Hess & Brother Jim – Cooperage 5pm-7pm  
11/18/15 Neville Public Museum Geology Club meeting and program 6:30pm-8:30pm  
11/18/15 International Film Series 7pm-9pm  
11/19/15 Cellar Series *Highland Scotch Ale* Bottling 6pm-7:30pm  
11/21/15 Outreach Downtown Green Bay Holiday Parade

## December 2015

### Children's Only Shop

Saturday's 11/21, 11/28, 12/5, 12/12, 12/19 Noon - 3:00 p.m

Friday 11/27/15 Noon - 3:00 p.m.

Wednesday 12/2/15 5:00 p.m. - 7:00 p.m.

### Visit Bruce the Spruce

Saturday's 11/21, 11/28, 12/5, 12/12, 12/19, 12/26, 1/2

10:00 a.m. - Noon & 1:00 -3:00 p.m.

Sunday's 11/22, 11/29, 12/6, 12/13, 12/20, 12/27, 1/3

1:00 -3:00 p.m.

Friday 11/27/15 10:00 a.m. - Noon & 1:00 -3:00 p.m.

Wednesday 12/2/15 5:00 p.m. - 8:00 p.m.

Tuesday 12/29/15 10:00 a.m. - Noon & 1:00 -3:00 p.m.

Wednesday 12/30/15 10:00 a.m. - Noon & 1:00 -3:00 p.m.

Thursday 12/31/15 3:00 - 6:00 p.m.

12/2/15 Neville Public Museum Astronomical Society meeting and program 6:30pm-8:30pm

12/2/15 International Film Series 7pm-9pm

12/3/15 Cellar Series *King Midas Mead* Recipe 6pm-7:30pm

12/5/15 Explorer Saturday: *Sisters in Spirit* "Tell your Story" 12pm-3pm

12/8/15 Night at the Museum NPMF Social Event

12/9/15 Dinner Program – Christmas Theme – Bev Smith & Peg Hardt (fiddler) 5pm-7pm

12/16/15 Neville Public Museum Geology Club meeting and program 6:30pm-8:30pm

12/17/15 Cellar Series *King Midas Mead* Bottling 6pm-7:30pm

12/31/15 US Bank Eve's 25<sup>th</sup> Anniversary- Museum open 9am-6pm with free admission from 3pm-8:30pm

**Neville Public Museum Website:** 2014 total visits = 131,438 (\*62% increase over 2013)

January 2015 **Visits** 22,198 (\*76% increase in visits from January 2014) **Page Views** 33,759

February 2015 **Visits** 17,591 (\*78% increase in visits from February 2014) **Page Views** 29,120

March 2015 **Visits** 18,269 (\*74% increase in visits from March 2014) **Page Views** 22,841

April 2015 **Visits** 16,289 (\*99% increase in visits from April 2014) **Page Views** 24,963

May 2015 **Visits** 13,662 (\*52% increase in visits from May 2014) **Page Views** 21,791

June 2015 **Visits** 15,709 (\*61% increase in visits from June 2014) **Page Views** 25,094

July 2015 **Visits** 17,616 (\*57% increase in visits from June 2014) **Page Views** 27,323

August 2015 **Visits** 20,006 (\*37% increase in visits from August 2014) **Page Views** 29,522

September 2015 **Visits** 15,366 (39\*% increase in visits from September 2014) **Page Views** 23,966

October 2015 **Visits** 15,669 (14 % decrease in visits from October 2014) **Page Views** 25,659

### Neville Public Museum Online Photo Sales

<http://photos.nevillepublicmuseum.org/>



<b>June '15</b>	Visits 1,025	Page Views 16,353
<b>July '15</b>	Visits 1,742	Page Views 19,379
<b>August '15</b>	Visits 1,229	Page Views 20,796
<b>September '15</b>	Visits 653	Page Views 14,291
<b>October '15</b>	Visits 691	Page Views 13,147

#### **Neville Public Museum Facebook:**

##### **FY 2014**

Total Page Likes	73,553
New Likes	833
People Engaged	24,712
Total reach	1,127,429

##### **2015**

January reach	37,055
February reach	92,044
March reach	102,471
April reach	143,821
May reach	53,979
June reach	29,269
July reach	45,114
August reach	123,967
September reach	74,487
October reach	81,285

#### **Social Advertising Performance Summary**

In September the Neville Public Museum acquired 103 page like and 2,010 actions

- Reach total for the Social Ads reached 84,890 ( this includes organic, paid and viral reach)
- Below is a screenshot of one of the top performing ads

Ad ID: 6029510784108



##### **Extreme Deep**

[www.nevillepublicmuseum.org](http://www.nevillepublicmuseum.org)

Click here to take a deep sea dive into fun with our new exhibit, Extreme Deep!

In October the Neville Public Museum acquired 95 page likes and 1,466 actions

- Reach total for the Social Ads reached 76,621 (this includes organic, paid and viral reach)



## Neville Public Museum Attendance and Revenue Comparison

	2014		2015		Att
	Attendance	Admission Revenue	Attendance	Admission Revenue	
January	1,825	\$4,601.00	3,847	\$ 8,068.50	
February	2,545	\$4,401.00	4,639	\$ 8,581.00	
March	3,280	\$7,959.50	3,388	\$ 6,749.00	
April	3,705	\$6,518.00	3,118	\$ 4,290.50	
May	3,517	\$6,212.00	3,127	\$ 4,488.50	
June	3,358	\$7,890.50	3,212	\$ 6,439.75	
July	3,623	\$11,645.50	2,913	\$ 6,681.50	
August	4,222	\$11,946.00	3,338	\$ 8,064.00	
September	2,881	\$6,359.50	2,251	\$ 3,778.00	
October	4,059	\$9,668.50	3,668	\$ 5,426.00	
November	5,576	\$14,606.00			
December	7,864	\$22,542.50			
<b>TOTALS</b>	<b>46,455</b>	<b>\$114,350.00</b>	<b>33,501</b>	<b>\$62,567</b>	

## Neville Public Museum Attendance and Revenue September 2015

Date	Day	Admission	Guided Tours	Self-Guided Tours	Facility Rental/Meeting Attendees	Event/ Program Attendance	Total Attendance	Total Admission Revenue (Net)	Total Facility Rental Revenue
1	Tuesday	15					15	\$45.00	
2	Wednesday	89					89	\$166.00	
3	Thursday	41					41	\$73.50	
4	Friday	48					48	\$131.00	
5	Saturday	117					117	\$283.00	
6	Sunday	115					115	\$375.50	
7	Monday						0		
8	Tuesday	25					25	\$68.00	
9	Wednesday	17			47		64	\$35.00	\$75.00
10	Thursday	25			17		42	\$80.00	
11	Friday	32					32	\$89.00	
12	Saturday	67					67	\$232.00	
13	Sunday	39					39	\$112.00	
14	Monday						0		
15	Tuesday	30			9		39	\$63.00	
16	Wednesday	34			119	160	313	\$110.00	\$110.00
17	Thursday	15			18	108	141	\$48.00	
18	Friday	26					26	\$50.00	
19	Saturday	98		3		40	141	\$357.00	
20	Sunday	73					73	\$264.00	
21	Monday						0		
22	Tuesday	54					54	\$122.00	
23	Wednesday	38		1	79	23	141	\$89.00	\$125.00
24	Thursday	38				160	198	\$124.00	
25	Friday	51	11				62	\$143.00	
26	Saturday	116					116	\$313.50	
27	Sunday	53					53	\$175.00	
28	Monday						0		
29	Tuesday	49					49	\$141.50	
30	Wednesday	26		10	115		151	\$88.00	\$75.00
<b>TOTAL</b>		<b>1,331</b>	<b>11</b>	<b>14</b>	<b>404</b>	<b>491</b>	<b>2,251</b>	<b>\$3,778.00</b>	<b>\$385.00</b>

August Total Attendance	3,388
August Outreach	1,571
August Grand Total Served	4,959

September Total Attendance	2,251
September Outreach	200
September Grand Total Served	2,451

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# Neville Public Museum Attendance and Revenue October 2015

Date	Day	Admission	Guided Tours	Self-Guided Tours	Facility Rental/Meeting Attendees	Event/Program Attendance	Total Attendance	Total Admission Revenue (Net)	Total Facility Rental Revenue
1	Thursday	36		19			55	\$156.00	
2	Friday	22	15				37	\$128.00	
3	Saturday	157			65	7	229	\$540.50	\$75.00
4	Sunday	62					62	\$251.00	
5	Monday				7		7		
6	Tuesday	22		18	7	42	89	\$112.00	\$62.50
7	Wednesday	85			236	71	392	\$121.00	\$125.00
8	Thursday	41				86	127	\$155.00	
9	Friday	40	42				82	\$251.00	
10	Saturday	127		5			132	\$409.00	
11	Sunday	39					39	\$120.00	
12	Monday						0		
13	Tuesday	29			16	22	67	\$74.00	
14	Wednesday	26			136		162	\$88.00	\$75.00
15	Thursday	29				17	46	\$88.00	
16	Friday	67	9		98		174	\$234.00	\$430.00
17	Saturday	480			30		510	\$433.50	
18	Sunday	28					28	\$62.00	
19	Monday						0		
20	Tuesday	82			13	16	111	\$243.00	
21	Wednesday	24			20	91	135		\$35.00
22	Thursday	27		9		235	271	\$110.00	
23	Friday	65		8			73	\$215.00	
24	Saturday	147			22	15	184	\$447.00	\$37.50
25	Sunday	50					50	\$149.00	
26	Monday						0		
27	Tuesday	22			21		43	\$55.00	\$295.00
28	Wednesday	35			117		152	\$61.00	\$75.00
29	Thursday	69				72	141	\$193.00	
30	Friday	117	26			37	180	\$392.00	
31	Saturday	90					90	\$338.00	
TOTAL		2,018	92	59	788	711	3,668	\$5,426.00	\$1,210.00

September Total Attendance	2,251
September Outreach	200
September Grand Total Served	2,451

October Total Attendance	3,668
October Outreach	900
October Grand Total Served	4,568

# Brown County Parks

## Budget Status Report

9/30/2015

### Expenses

	Amended Budget	YTD Actual	Percent of Budget
Personnel Costs	\$ 1,059,933	767,812	72%
Operating Expenses	\$ 665,126	471,221	71%
Utilities	\$ 124,040	76,187	61%
Outlay	\$ 348,000	24,600	7%

### Revenues

Property Taxes	\$ 895,700	671,775	75%
Intergov Revenue	\$ 47,975	49,492	103%
Public Charges/Misc. Revenue	\$ 1,253,424	636,407	51%

### HIGHLIGHTS:

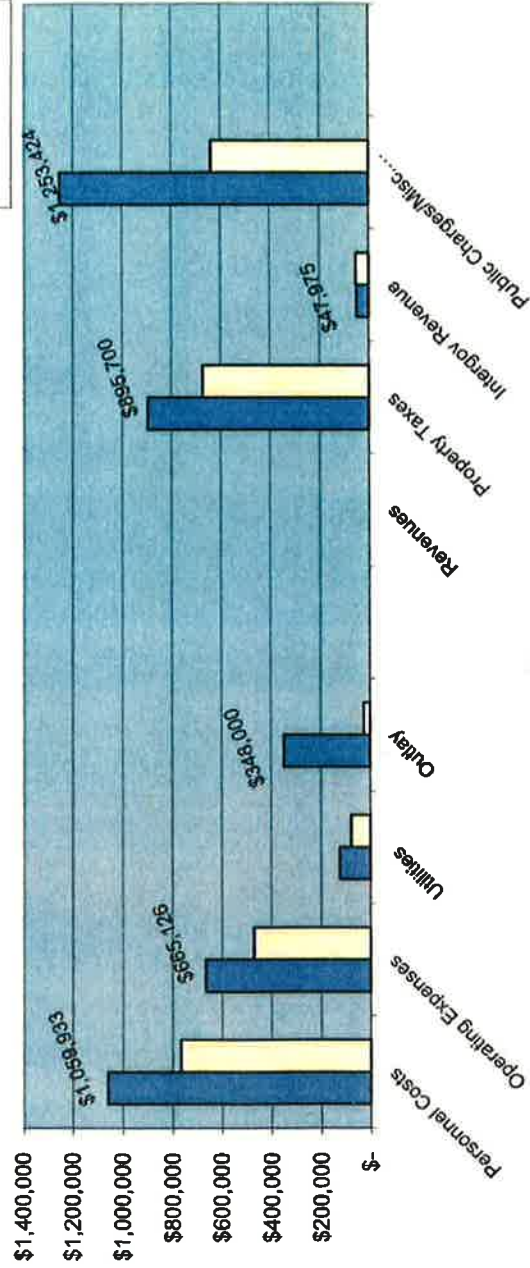
#### Expenses:

All expenses are as expected, outlay appears low due to Friends projects not being completed.

#### Revenues:

Public charges are above FY 2014 and look to be around 87% of budget. Only 51% shows due to Friends projects not being complete.

## Parks - September 30, 2015



# Brown County Parks

## Budget Status Report

10/31/2015

### Expenses

	Amended Budget	YTD Actual	Percent of Budget
Personnel Costs	\$ 1,059,933	849,764	80%
Operating Expenses	\$ 665,126	516,813	78%
Utilities	\$ 124,040	83,276	67%
Outlay	\$ 348,000	24,600	7%

### Revenues

Property Taxes	\$ 895,700	746,417	83%
Intergov Revenue	\$ 47,975	49,492	103%
Public Charges/Misc. Revenue	\$ 1,253,424	754,518	60%

### HIGHLIGHTS:

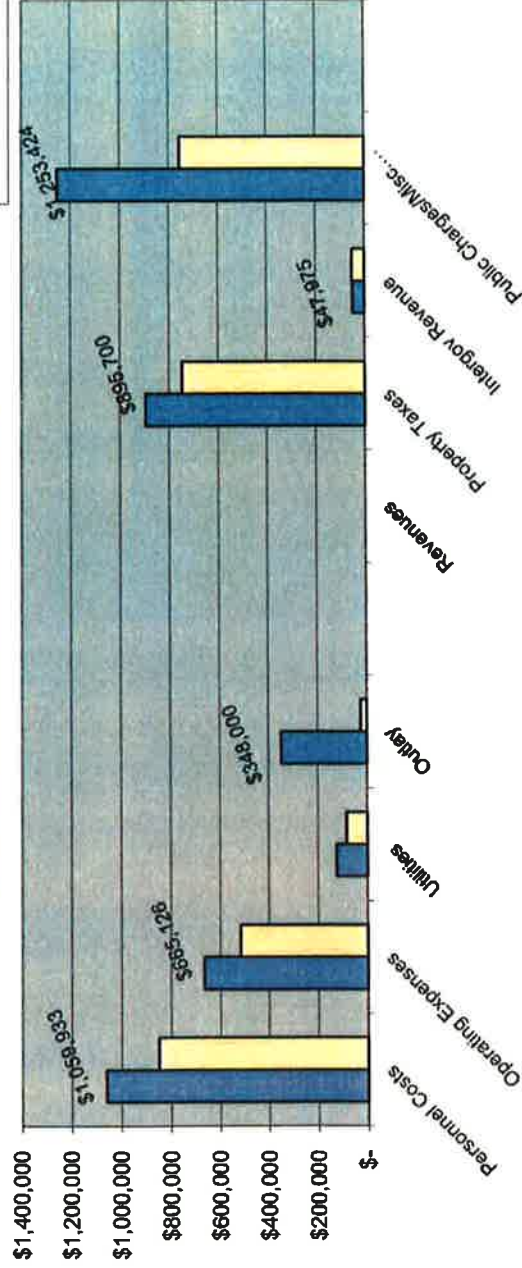
#### Expenses:

All expenses are as expected, outlay appears low due to Friends projects not being completed.

#### Revenues:

Public charges (shelter rentals, camping, other fees) are well above FY 2014 and most are above FY 2015 budgeted amounts.

## Parks - October 31, 2015



# Adventure Park Admissions-Per Caps

## Attendance 2015

MONTH	15 Zoo Att.	15 AP Att.	14 Zoo Att.	14 AP Att.
January		-		-
February		-		-
March		-		-
April	19,957	822=4.1%		
May	32,864(1603/328)	1603=4.8%		
June	40508(2768/405)	2768=6.8%		
July	39492(3697/394)	3697=9.3%	48,876	6786=13.9%
August	40248(4,236/402)	4236=10.5%	44,059	7558=17.17%
September	20113(1827/203)	1827=8.9%	15,294	1887=12.3%
October	24204(798/2420)	798=3.2%	23,229	1648=7%
November		-	1,521	119=7.8%
December		-	439	6=1.3%
TOTAL		-		-

	2015	2015	2014	2014
		PER		PER
	\$Admission\$	CAP	\$Admission\$	CAP
MONTH				
January				
February				
March				
April	\$12,837.00	\$15.60		
May	\$23,273.00	\$14.54	\$23,296.00	
June	\$40,630.00	\$14.67	\$45,923.00	\$11.70
July	\$53,532.00	\$14.48	\$73,600.00	\$10.93
August	\$63,005.00	\$14.87	\$84,323.00	\$11.14
September	\$21,313.00	\$11.66	\$21,072.00	\$11.20
October	\$11,177.00	\$14.00	\$19,270.00	\$11.69
November				
December				
TOTAL				



GENERAL PARKS  
Pg 1 of 4

# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 100 - GF</b>											
<b>REVENUE</b>											
<i>Property taxes</i>											
4100	General property taxes	895,700.00	.00	895,700.00	74,641.67	.00	.00	746,416.70	149,283.30	83%	859,924.00
	<i>Property taxes Totals</i>	<b>\$895,700.00</b>	<b>\$0.00</b>	<b>\$895,700.00</b>	<b>\$74,641.67</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$746,416.70</b>	<b>\$149,283.30</b>	<b>83%</b>	<b>\$859,924.00</b>
<i>Intergov Revenue</i>											
4301	Federal grant revenue	.00	.00	.00	.00	.00	.00	4,600.00	(4,600.00)	+++	199,243.00
4301.100	Federal grant revenue Stimulus	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
4302	State grant and aid revenue	47,975.00	.00	47,975.00	.00	.00	.00	44,892.14	3,082.86	94	92,153.66
	<i>Intergov Revenue Totals</i>	<b>\$47,975.00</b>	<b>\$0.00</b>	<b>\$47,975.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$44,892.14</b>	<b>\$3,082.86</b>	<b>103%</b>	<b>\$291,396.66</b>
<i>Public Charges</i>											
4600	Charges and fees	1,000.00	.00	1,000.00	.00	.00	.00	.00	1,000.00	0	2,023.77
4600.760	Charges and fees Rifle range	14,500.00	.00	14,500.00	2,737.76	.00	.00	5,992.76	8,507.24	41	14,429.04
4600.761	Charges and fees Outdoor ed class	27,500.00	.00	27,500.00	2,880.00	.00	.00	25,296.84	2,203.16	92	25,546.81
4600.762	Charges and fees Camping	190,000.00	.00	190,000.00	42,464.38	.00	.00	195,630.24	(5,630.24)	103	179,369.22
4600.763	Charges and fees Event parking	17,000.00	.00	17,000.00	10,178.11	.00	.00	17,562.38	(562.38)	103	16,261.77
4601.004	Sales Vending machine	13,650.00	.00	13,650.00	2,368.97	.00	.00	16,848.51	(3,198.51)	123	15,664.75
4601.006	Sales Concessions	400.00	.00	400.00	.00	.00	.00	72.04	327.96	18	439.81
4601.770	Sales Passes	22,750.00	.00	22,750.00	2,558.19	.00	.00	22,558.83	191.17	99	21,091.89
4601.787	Sales Catering Commissions	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
4603.010	Rent Buildings	274,000.00	.00	274,000.00	35,257.14	.00	.00	274,257.14	(257.14)	100	268,182.46
4603.030	Rent Housing	5,400.00	.00	5,400.00	530.76	.00	.00	4,038.36	1,361.64	75	4,978.32
4603.712	Rent Shelter	139,000.00	.00	139,000.00	16,630.00	.00	.00	163,853.26	(24,853.26)	118	159,411.00
	<i>Public Charges Totals</i>	<b>\$705,200.00</b>	<b>\$0.00</b>	<b>\$705,200.00</b>	<b>\$115,605.31</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$726,110.36</b>	<b>(\$20,910.36)</b>	<b>103%</b>	<b>\$707,398.84</b>
<i>Miscellaneous Revenue</i>											
4190	Disp of fixed assets - reclass	.00	.00	.00	.00	.00	.00	.00	.00	+++	3,670.00
4800	Intra-county charge	300.00	.00	300.00	.00	.00	.00	100.00	200.00	33	200.00
4900	Miscellaneous	1,250.00	.00	1,250.00	723.46	.00	.00	5,771.12	(4,521.12)	462	7,755.48
4901	Donations	750.00	.00	750.00	1,782.08	.00	.00	2,537.24	(1,787.24)	338	1,465.63
4904.100	Grants Focus on Energy	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
4950	Insurance Recoveries	.00	.00	.00	.00	.00	.00	.00	.00	+++	35.44
	<i>Miscellaneous Revenue Totals</i>	<b>\$2,300.00</b>	<b>\$0.00</b>	<b>\$2,300.00</b>	<b>\$2,505.54</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$8,408.36</b>	<b>(\$6,108.36)</b>	<b>366%</b>	<b>\$13,126.55</b>
<i>Other Financing Sources</i>											
9000	Carryover	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
9001	Capital Contribution	.00	320,000.00	320,000.00	.00	.00	.00	.00	320,000.00	0	51,865.08
9002	Transfer in	190,924.00	20,000.00	210,924.00	.00	.00	.00	20,000.00	190,924.00	9	122,690.87
9002.200	Transfer in HR	.00	.00	.00	.00	.00	.00	.00	.00	+++	3,224.00
9002.400	Transfer in Wages	15,000.00	.00	15,000.00	.00	.00	.00	.00	15,000.00	0	16,086.22
9004	Intrafund Transfer in	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
	<i>Other Financing Sources Totals</i>	<b>\$205,924.00</b>	<b>\$340,000.00</b>	<b>\$545,924.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$20,000.00</b>	<b>\$525,924.00</b>	<b>4%</b>	<b>\$193,866.17</b>
	<b>REVENUE TOTALS</b>	<b>\$1,857,099.00</b>	<b>\$340,000.00</b>	<b>\$2,197,099.00</b>	<b>\$192,752.52</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,550,427.56</b>	<b>\$646,671.44</b>	<b>71%</b>	<b>\$2,065,712.22</b>

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# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 100 - GF</b>											
<b>EXPENSE</b>											
<b>Personnel Costs</b>											
5100	Regular earnings	718,668.00	.00	718,668.00	58,056.51	.00	.00	550,239.35	168,428.65	77	626,706.10
5100.998	Regular earnings Budget only	8,622.00	.00	8,622.00	.00	.00	.00	.00	8,622.00	0	.00
5102	Paid leave earnings	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5102.100	Paid leave earnings Paid Leave	.00	.00	.00	2,391.43	.00	.00	29,471.34	(29,471.34)	+++	42,020.20
5102.200	Paid leave earnings Personal	.00	.00	.00	.00	.00	.00	2,061.99	(2,061.99)	+++	6,860.12
5102.300	Paid leave earnings Casual	.00	.00	.00	368.50	.00	.00	866.14	(866.14)	+++	10,350.80
5102.400	Paid leave earnings Sick	.00	.00	.00	.00	.00	.00	.00	.00	+++	5,563.26
5102.500	Paid leave earnings Holiday	.00	.00	.00	.00	.00	.00	7,521.68	(7,521.68)	+++	15,309.54
5102.600	Paid leave earnings Other (funeral, jury duty, etc)	.00	.00	.00	.00	.00	.00	594.94	(594.94)	+++	434.37
5102.999	Paid leave earnings Accrual	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5103	Premium	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5103.000	Premium Overtime	11,701.00	.00	11,701.00	1,252.62	.00	.00	6,703.25	4,997.75	57	17,448.98
5103.100	Premium Comp time	.00	.00	.00	.00	.00	.00	.00	.00	+++	245.15
5103.200	Premium Shift differential	.00	.00	.00	32.08	.00	.00	196.81	(196.81)	+++	243.65
5103.300	Premium Holiday	.00	.00	.00	.00	.00	.00	746.49	(746.49)	+++	.00
5109	Salaries reimbursement	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5109.100	Salaries reimbursement Short term disability	.00	.00	.00	.00	.00	.00	(5,175.56)	5,175.56	+++	(5,694.04)
5109.400	Salaries reimbursement Workers compensation	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5110	Fringe benefits	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5110.100	Fringe benefits FICA	53,684.00	.00	53,684.00	4,659.55	.00	.00	44,300.86	9,383.14	83	53,287.73
5110.110	Fringe benefits Unemployment compensation	1,829.00	.00	1,829.00	152.28	.00	.00	1,398.29	430.71	76	2,548.36
5110.199	Fringe benefits Back pay fringe	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5110.200	Fringe benefits Health Insurance	146,317.00	.00	146,317.00	5,779.04	.00	.00	113,059.40	33,257.60	77	146,170.54
5110.210	Fringe benefits Dental Insurance	13,855.00	.00	13,855.00	467.39	.00	.00	9,520.38	4,334.62	69	12,319.29
5110.220	Fringe benefits Life Insurance	611.00	.00	611.00	.00	.00	.00	344.62	266.38	56	749.71
5110.230	Fringe benefits LT disability insurance	1,965.00	.00	1,965.00	153.05	.00	.00	1,474.76	490.24	75	1,846.27
5110.235	Fringe benefits Disability Insurance	6,582.00	.00	6,582.00	549.00	.00	.00	5,490.00	1,092.00	83	6,582.12
5110.240	Fringe benefits Workers compensation insurance	58,690.00	.00	58,690.00	4,891.00	.00	.00	48,910.00	9,780.00	83	58,727.04
5110.300	Fringe benefits Retirement	37,116.00	.00	37,116.00	3,195.34	.00	.00	32,038.90	5,077.10	86	44,043.40
5110.310	Fringe benefits Retirement credit	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5198	Fringe benefits - Budget only	293.00	.00	293.00	.00	.00	.00	.00	293.00	0	.00
<b>Personnel Costs Totals</b>		<b>\$1,059,933.00</b>	<b>\$0.00</b>	<b>\$1,059,933.00</b>	<b>\$81,951.79</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$849,763.64</b>	<b>\$210,169.36</b>	<b>80%</b>	<b>\$1,045,762.59</b>
<b>Operating Expenses</b>											
5200	Uniform	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
5203.100	Employee allowance Clothing	3,795.00	.00	3,795.00	109.88	.00	.00	3,596.50	198.50	95	3,143.45
5300	Supplies	34,765.00	.00	34,765.00	2,137.31	.00	.00	23,457.34	11,307.66	67	27,722.92
5300.001	Supplies Office	4,350.00	.00	4,350.00	76.03	.00	.00	2,255.74	2,094.26	52	1,199.64
5300.002	Supplies Cleaning and household	14,050.00	.00	14,050.00	780.62	.00	.00	12,203.23	1,846.77	87	11,658.98

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# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 100 - GF											
EXPENSE											
Operating Expenses											
5300.003	Supplies Technology	.00	.00	.00	249.90	.00	249.90	(249.90)	+++	.00	.00
5300.004	Supplies Postage	1,780.00	.00	1,780.00	157.60	.00	1,179.86	600.14	66	1,165.59	329.14
5300.005	Supplies Ammunition and range	1,500.00	.00	1,500.00	602.60	.00	980.11	519.89	65	329.14	.00
5303	Copy expense	.00	.00	.00	.00	.00	.00	.00	+++	.00	.00
5304	Printing	4,750.00	.00	4,750.00	93.00	.00	2,325.65	2,424.35	49	4,208.34	1,083.17
5305	Dues and memberships	1,045.00	.00	1,045.00	.00	.00	755.61	289.39	72	1,083.17	4,922.00
5306.100	Maintenance agreement Software	5,361.00	.00	5,361.00	.00	.00	5,197.58	163.42	97	28,995.85	11,267.24
5307.100	Repairs and maintenance Equipment	29,300.00	.00	29,300.00	2,589.74	.00	14,880.33	(4,770.53)	116	88,993.00	37,237.36
5307.200	Repairs and maintenance Vehicle	15,250.00	.00	15,250.00	4,970.73	.00	17,460.74	369.67	98	18,473.72	25,247.49
5307.300	Repairs and maintenance Building	36,500.00	.00	36,500.00	1,572.76	.00	30,678.58	17,821.42	63	23,074.17	(766.59)
5307.400	Repairs and maintenance Grounds	48,500.00	.00	48,500.00	286.23	.00	2,050.00	4,290.21	35	1,439.34	3,585.84
5308.100	Vehicle/equipment Gas, oil, etc.	22,825.00	.00	22,825.00	2,192.05	.00	13,461.95	9,363.05	59	389.55	.00
5308.900	Vehicle/equipment Contra	(800.00)	.00	(800.00)	.00	.00	.00	.00	0	(766.59)	.00
5310	Advertising and public notice	6,650.00	.00	6,650.00	440.00	.00	2,359.79	4,290.21	35	1,439.34	3,585.84
5315	Vending	3,300.00	.00	3,300.00	663.68	.00	4,001.29	(701.29)	121	389.55	.00
5320.100	Rental Equipment	2,250.00	.00	2,250.00	.00	.00	200.00	2,050.00	9	.00	.00
5330	Books, periodicals, subscription	1,250.00	.00	1,250.00	.00	.00	.00	1,250.00	0	.00	.00
5335	Software/Licenses	.00	.00	.00	.00	.00	.00	.00	+++	.00	.00
5340	Travel and training	6,250.00	.00	6,250.00	(6.19)	.00	7,550.58	(1,300.58)	121	7,673.26	530.00
5345	Permits	1,400.00	.00	1,400.00	.00	.00	966.08	433.92	69	.00	.00
5367	Wellness	.00	.00	.00	.00	.00	.00	.00	+++	.00	.00
5390	Miscellaneous	.00	.00	.00	.00	.00	.00	.00	+++	.00	.00
5392	Service fees	2,250.00	.00	2,250.00	222.83	.00	5,181.11	(2,931.11)	230	2,689.46	2,800.00
5395	Equipment - nonoutlay	3,500.00	.00	3,500.00	.00	.00	3,347.50	152.50	96	55,434.18	41,192.72
5501	Electric	62,000.00	.00	62,000.00	5,327.87	.00	48,600.29	13,399.71	78	24,046.61	14,647.93
5502	Gas, oil, etc.	33,940.00	.00	33,940.00	483.98	.00	18,396.86	15,543.14	54	3,548.48	3,001.52
5503	Water & sewer	17,500.00	.00	17,500.00	1,050.01	.00	15,687.13	1,812.87	90	89,893.00	37,237.36
5503.100	Water & sewer Storm water management	10,600.00	.00	10,600.00	227.36	.00	591.94	10,008.06	6	66,621.00	.00
5505	Telephone	4,800.00	.00	4,800.00	497.06	.00	3,725.49	1,074.51	78	4,380.26	4,380.26
5505.100	Telephone cell	4,300.00	.00	4,300.00	.00	.00	1,903.00	2,397.00	44	3,001.52	89,893.00
5507	Other utilities	2,400.00	.00	2,400.00	153.84	.00	1,365.54	1,034.46	57	37,237.36	66,621.00
5600	Indirect cost	104,775.00	.00	104,775.00	8,731.00	.00	87,310.00	17,465.00	83	.00	.00
5601.100	Intra-county expense Technology services	40,933.00	.00	40,933.00	2,355.85	.00	30,421.70	10,511.30	74	660.00	36,821.53
5601.200	Intra-county expense Insurance	70,345.00	.00	70,345.00	5,862.00	.00	58,620.00	11,725.00	83	1,225.21	.00
5601.250	Intra-county expense Special revenue fund	.00	.00	.00	.00	.00	.00	.00	+++	.00	.00
5601.300	Intra-county expense Other departmental	1,150.00	.00	1,150.00	.00	.00	532.00	618.00	46	660.00	660.00
5601.350	Intra-county expense Highway	52,000.00	.00	52,000.00	7,557.71	.00	41,249.15	10,750.85	79	36,821.53	1,225.21
5601.400	Intra-county expense Copy center	2,150.00	.00	2,150.00	76.24	.00	1,353.64	796.36	63	.00	.00

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# Budget by Account Classification Report

Through 10/31/15  
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Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 100 - GF											
EXPENSE											
Operating Expenses											
5601.450	Intra-county expense Departmental copiers	3,303.00	.00	3,303.00	275.25	.00	2,752.50	550.50	83		3,303.00
5601.550	Intra-county expense Document center	259.00	.00	259.00	9.57	.00	120.43	138.57	46		.00
5601.560	Intra-county expense Fleet management	.00	.00	.00	.00	.00	.00	.00	+++		.00
5700	Contracted services	43,065.00	.00	43,065.00	1,923.77	.00	36,331.46	6,733.54	84		40,596.98
5702	Maintenance and cleaning	.00	.00	.00	.00	.00	.00	.00	+++		.00
5706	Temporary replacement help	.00	.00	.00	.00	.00	.00	.00	+++		.00
5708	Professional services	4,850.00	.00	4,850.00	1,010.00	.00	4,504.40	345.60	93		475.00
5800.300	Grant Expenditures Snowmobile Clubs	47,975.00	.00	47,975.00	.00	.00	42,262.98	5,712.02	88		94,606.26
5850	Contributions	18,000.00	.00	18,000.00	.00	.00	18,000.00	.00	100		18,000.00
9003	Transfer out	.00	.00	.00	.00	.00	.00	.00	+++		.00
9003.100	Transfer out General Fund	.00	.00	.00	.00	.00	.00	.00	+++		.00
9003.400	Transfer out Wages	15,000.00	.00	15,000.00	.00	.00	.00	15,000.00	0		16,086.22
Operating Expenses Totals											
		\$789,166.00	\$0.00	\$789,166.00	\$52,680.28	\$0.00	\$600,088.51	\$189,077.49	76%		\$732,629.72
Outlay											
6110.020	Outlay Equipment (\$5,000+)	8,000.00	.00	8,000.00	.00	.00	.00	8,000.00	0		33,958.96
6110.100	Outlay Other (\$5,000+)	.00	340,000.00	340,000.00	.00	.00	24,600.00	315,400.00	7		252,000.03
6181	Architect	.00	.00	.00	.00	.00	.00	.00	+++		.00
6190	Disposition of fixed assets	.00	.00	.00	.00	.00	.00	.00	+++		.00
Outlay Totals											
		\$8,000.00	\$340,000.00	\$348,000.00	\$0.00	\$0.00	\$24,600.00	\$323,400.00	7%		\$385,958.99
EXPENSE TOTALS		\$1,857,099.00	\$340,000.00	\$2,197,099.00	\$134,632.07	\$0.00	\$1,474,452.15	\$722,646.85	67%		\$2,064,351.30
Fund 100 - GF Totals											
Fund 100 - GF Totals		1,857,099.00	340,000.00	2,197,099.00	192,752.52	.00	1,550,427.56	646,671.44	71		2,065,712.22
REVENUE TOTALS		1,857,099.00	340,000.00	2,197,099.00	134,632.07	.00	1,474,452.15	722,646.85	67		2,064,351.30
EXPENSE TOTALS		1,857,099.00	340,000.00	2,197,099.00	134,632.07	.00	1,474,452.15	722,646.85	67		2,064,351.30
Grand Totals		\$0.00		\$0.00	\$58,120.45	\$0.00	\$75,975.41	(\$75,975.41)			\$1,360.92
Grand Totals											
Grand Totals		1,857,099.00	340,000.00	2,197,099.00	192,752.52	.00	1,550,427.56	646,671.44	71		2,065,712.22
REVENUE TOTALS		1,857,099.00	340,000.00	2,197,099.00	134,632.07	.00	1,474,452.15	722,646.85	67		2,064,351.30
EXPENSE TOTALS		1,857,099.00	340,000.00	2,197,099.00	134,632.07	.00	1,474,452.15	722,646.85	67		2,064,351.30
Grand Totals		\$0.00		\$0.00	\$58,120.45	\$0.00	\$75,975.41	(\$75,975.41)			\$1,360.92

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# SPECIAL REVENUE ACTS (PARKS)

- 1 - PARK DONATIONS
- 2 - BOAT LANDINGS
- 3 - CROSS COUNTRY SKI
- 4 - LAND & BOUNDARY
- 5 - RAIL TRAIL

## Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Budget	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 120 - Park Donations</b>									
<b>REVENUE</b>									
<i>Intergov Revenue</i>									
4302	State grant and aid revenue	.00	.00	.00	.00	.00	.00	+++	.00
	<i>Intergov Revenue Totals</i>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$0.00
<i>Miscellaneous Revenue</i>									
4901	Donations	10,000.00	10,000.00	.00	.00	166.00	9,834.00	2	13,342.50
4903	In-kind services	.00	.00	.00	.00	.00	.00	+++	.00
4905	Interest	200.00	200.00	40.56	.00	468.55	(268.55)	234	521.79
	<i>Miscellaneous Revenue Totals</i>	\$10,200.00	\$10,200.00	\$40.56	\$0.00	\$634.55	\$9,565.45	6%	\$13,864.29
<i>Other Financing Sources</i>									
9002	Transfer in	.00	.00	.00	.00	.00	.00	+++	.00
	<i>Other Financing Sources Totals</i>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$0.00
	<b>REVENUE TOTALS</b>	<b>\$10,200.00</b>	<b>\$10,200.00</b>	<b>\$40.56</b>	<b>\$0.00</b>	<b>\$634.55</b>	<b>\$9,565.45</b>	<b>6%</b>	<b>\$13,864.29</b>
<b>EXPENSE</b>									
<i>Operating Expenses</i>									
5300	Supplies	5,000.00	5,000.00	.00	.00	613.95	4,386.05	12	5,706.97
5307.400	Repairs and maintenance Grounds	2,500.00	2,500.00	.00	.00	100.00	2,400.00	4	5,480.26
5395	Equipment - nonoutlay	.00	.00	.00	.00	.00	.00	+++	.00
5505.100	Telephone call	.00	.00	.00	.00	.00	.00	+++	.00
5601.300	Intra-county expense Other departmental	.00	.00	.00	.00	.00	.00	+++	.00
5601.350	Intra-county expense Highway	1,000.00	1,000.00	.00	.00	.00	1,000.00	0	.00
9003	Transfer out	6,896.00	6,896.00	.00	.00	5,975.59	920.41	87	20,183.20
9005	Intrafund Transfer Out	.00	.00	.00	.00	.00	.00	+++	.00
	<i>Operating Expenses Totals</i>	<b>\$15,396.00</b>	<b>\$15,396.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6,689.54</b>	<b>\$8,706.46</b>	<b>43%</b>	<b>\$31,370.43</b>
<i>Outlay</i>									
6110.020	Outlay Equipment (\$5,000+)	.00	.00	.00	.00	.00	.00	+++	.00
6110.100	Outlay Other (\$5,000+)	.00	.00	.00	.00	.00	.00	+++	.00
	<i>Outlay Totals</i>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>	<b>\$0.00</b>
	<b>EXPENSE TOTALS</b>	<b>\$15,396.00</b>	<b>\$15,396.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$6,689.54</b>	<b>\$8,706.46</b>	<b>43%</b>	<b>\$31,370.43</b>
<b>Fund 120 - Park Donations Totals</b>									
	<b>REVENUE TOTALS</b>	<b>10,200.00</b>	<b>10,200.00</b>	<b>40.56</b>	<b>.00</b>	<b>634.55</b>	<b>9,565.45</b>	<b>6</b>	<b>13,864.29</b>
	<b>EXPENSE TOTALS</b>	<b>15,396.00</b>	<b>15,396.00</b>	<b>.00</b>	<b>.00</b>	<b>6,689.54</b>	<b>8,706.46</b>	<b>43</b>	<b>31,370.43</b>
	<b>Fund 120 - Park Donations Totals</b>	<b>(\$5,196.00)</b>	<b>(\$5,196.00)</b>	<b>\$40.56</b>	<b>\$0.00</b>	<b>(\$6,054.99)</b>	<b>\$858.99</b>		<b>(\$17,506.14)</b>
<b>Fund 121 - Boat Landing</b>									
<b>REVENUE</b>									
<i>Public Charges</i>									
4600.700	Charges and fees Annual	60,000.00	60,000.00	2,243.51	.00	53,956.77	6,043.23	90	57,819.31
4600.701	Charges and fees Annual - family	.00	.00	.00	.00	.00	.00	+++	.00
4600.705	Charges and fees Daily	50,000.00	50,000.00	8,991.91	.00	49,740.66	259.34	99	48,770.56



# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>REVENUE</b>										
<b>121 - Boat Landing</b>										
<b>Public Charges</b>										
4603	Rent	.00	.00	.00	.00	.00	250.00	(250.00)	+++	.00
<b>Public Charges Totals</b>		\$110,000.00	\$0.00	\$110,000.00	\$11,235.42	\$0.00	\$103,947.43	\$6,052.57	94%	\$106,589.87
<b>Miscellaneous Revenue</b>										
4900	Miscellaneous	.00	.00	.00	.00	.00	.00	.00	+++	340.55
4901	Donations	.00	.00	.00	.00	.00	.00	.00	+++	5.00
<b>Miscellaneous Revenue Totals</b>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$345.55
<b>REVENUE TOTALS</b>		\$110,000.00	\$0.00	\$110,000.00	\$11,235.42	\$0.00	\$103,947.43	\$6,052.57	94%	\$106,935.42
<b>EXPENSE</b>										
<b>Operating Expenses</b>										
5300	Supplies	2,000.00	.00	2,000.00	.00	.00	675.16	1,324.84	34	119.98
5300.004	Supplies Postage	200.00	.00	200.00	.00	.00	121.88	78.12	61	116.30
5304	Printing	4,000.00	.00	4,000.00	826.40	.00	1,419.20	2,580.80	35	2,680.30
5307.100	Repairs and maintenance Equipment	6,000.00	.00	6,000.00	.00	.00	33.95	5,966.05	1	483.60
5307.300	Repairs and maintenance Building	6,000.00	.00	6,000.00	730.00	.00	786.49	5,213.51	13	2,100.00
5307.400	Repairs and maintenance Grounds	4,000.00	.00	4,000.00	103.00	.00	1,873.17	2,126.83	47	6,416.80
5310	Advertising and public notice	60.00	.00	60.00	.00	.00	66.33	(6.33)	111	139.55
5335	Software/Licenses	.00	.00	.00	.00	.00	.00	.00	+++	.00
5345	Permits	1,000.00	.00	1,000.00	.00	.00	1.00	999.00	0	.00
5390	Miscellaneous	34,000.00	.00	34,000.00	.00	.00	.00	34,000.00	0	29,514.74
5395	Equipment - nonoutlay	.00	.00	.00	3,895.00	.00	3,895.00	(3,895.00)	+++	3,968.00
5501	Electric	5,000.00	.00	5,000.00	251.92	.00	3,027.57	1,972.43	61	3,136.97
5503	Water & sewer	1,000.00	.00	1,000.00	.00	.00	61.38	938.62	6	82.04
5503.100	Water & sewer Storm water management	.00	.00	.00	.00	.00	.00	.00	+++	.00
5505.100	Telephone cell	.00	.00	.00	.00	.00	.00	.00	+++	.00
5601.300	Intra-county expense Other departmental	.00	.00	.00	.00	.00	.00	.00	+++	22.88
5601.350	Intra-county expense Highway	2,000.00	.00	2,000.00	.00	.00	675.15	1,324.85	34	1,815.62
5601.400	Intra-county expense Copy center	500.00	.00	500.00	.00	.00	245.32	254.68	49	241.93
5700	Contracted services	113,800.00	99,104.00	212,904.00	1,500.43	.00	27,720.78	185,183.22	13	6,964.39
5708	Professional services	2,000.00	.00	2,000.00	2,284.85	1,800.00	2,435.09	(2,235.09)	212	896.70
9003	Transfer out	40,750.00	.00	40,750.00	.00	.00	.00	40,750.00	0	16,000.00
<b>Operating Expenses Totals</b>		\$222,310.00	\$99,104.00	\$321,414.00	\$9,591.60	\$1,800.00	\$43,037.47	\$276,576.53	14%	\$74,699.80
<b>Outlay</b>										
6110.020	Outlay Equipment (\$5,000+)	15,000.00	.00	15,000.00	(3,895.00)	.00	.00	15,000.00	0	.00
6110.100	Outlay Other (\$5,000+)	70,000.00	.00	70,000.00	.00	.00	.00	70,000.00	0	15,736.00
6181	Architect	.00	7,500.00	7,500.00	.00	.00	.00	7,500.00	0	.00
<b>Outlay Totals</b>		\$85,000.00	\$7,500.00	\$92,500.00	(\$3,895.00)	\$0.00	\$0.00	\$92,500.00	0%	\$15,736.00
<b>EXPENSE TOTALS</b>		\$307,310.00	\$106,604.00	\$413,914.00	\$5,696.60	\$1,800.00	\$43,037.47	\$369,076.53	11%	\$90,435.80

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# Budget by Account Classification Report

Through 10/31/15

Prior Fiscal Year Activity Included

Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 121 - Boat Landing Totals</b>											
	REVENUE TOTALS	110,000.00	.00	110,000.00	11,235.42	.00	103,947.43	6,052.57	94		106,935.42
	EXPENSE TOTALS	307,310.00	106,604.00	413,914.00	5,696.60	1,800.00	43,037.47	369,076.53	11		90,435.80
	<b>Fund 121 - Boat Landing Totals</b>	<b>(\$197,310.00)</b>	<b>(\$106,604.00)</b>	<b>(\$303,914.00)</b>	<b>\$5,538.82</b>	<b>(\$1,800.00)</b>	<b>\$60,909.96</b>	<b>(\$363,023.96)</b>			<b>\$16,499.62</b>
<b>Fund 122 - Cross County Ski</b>											
	REVENUE										
	Public Charges										
	Charges and fees Annual	7,500.00	.00	7,500.00	.00	.00	2,919.07	4,580.93	39		6,747.98
	Charges and fees Annual - family	14,000.00	.00	14,000.00	.00	.00	4,180.05	9,819.95	30		9,620.75
	Charges and fees Daily	15,000.00	.00	15,000.00	.00	.00	4,106.32	10,893.68	27		15,628.36
	<b>Public Charges Totals</b>	<b>\$36,500.00</b>	<b>\$0.00</b>	<b>\$36,500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$11,205.44</b>	<b>\$25,294.56</b>	<b>31%</b>		<b>\$31,997.09</b>
	Miscellaneous Revenue										
	Miscellaneous	.00	.00	.00	.00	.00	.00	.00	+++		.00
	Donations	25.00	.00	25.00	.00	.00	10.00	15.00	40		1.00
	Insurance Recoveries	.00	.00	.00	.00	.00	.00	.00	+++		.00
	<b>Miscellaneous Revenue Totals</b>	<b>\$25.00</b>	<b>\$0.00</b>	<b>\$25.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$10.00</b>	<b>\$15.00</b>	<b>40%</b>		<b>\$1.00</b>
	<b>REVENUE TOTALS</b>	<b>\$36,525.00</b>	<b>\$0.00</b>	<b>\$36,525.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$11,215.44</b>	<b>\$25,309.56</b>	<b>31%</b>		<b>\$31,998.09</b>
	EXPENSE										
	Operating Expenses										
	Supplies	1,000.00	.00	1,000.00	.00	.00	354.94	645.06	35		.00
	Printing	2,000.00	.00	2,000.00	.00	.00	.00	2,000.00	0		877.05
	Repairs and maintenance Equipment	5,000.00	.00	5,000.00	.00	.00	2,167.85	2,832.15	43		9,158.69
	Repairs and maintenance Grounds	2,000.00	.00	2,000.00	.00	.00	919.86	1,080.14	46		53.31
	Permits	.00	.00	.00	.00	.00	512.50	(512.50)	+++		.00
	Equipment - nonoutlay	.00	.00	.00	.00	.00	.00	.00	+++		.00
	Telephone cell	.00	.00	.00	.00	.00	.00	.00	+++		.00
	Intra-county expense Other departmental	.00	.00	.00	.00	.00	.00	.00	+++		.00
	Intra-county expense Highway	3,000.00	.00	3,000.00	295.12	.00	837.05	2,162.95	28		60.83
	Intra-county expense Copy center	500.00	.00	500.00	.00	.00	.00	500.00	0		145.75
	Transfer out	19,750.00	.00	19,750.00	.00	.00	.00	19,750.00	0		16,000.00
	<b>Operating Expenses Totals</b>	<b>\$33,250.00</b>	<b>\$0.00</b>	<b>\$33,250.00</b>	<b>\$295.12</b>	<b>\$0.00</b>	<b>\$4,792.20</b>	<b>\$28,457.80</b>	<b>14%</b>		<b>\$26,295.63</b>
	Outlay										
	Outlay Equipment (\$5,000+)	60,000.00	.00	60,000.00	.00	.00	23,872.57	36,127.43	40		.00
	<b>Outlay Totals</b>	<b>\$60,000.00</b>	<b>\$0.00</b>	<b>\$60,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$23,872.57</b>	<b>\$36,127.43</b>	<b>40%</b>		<b>\$0.00</b>
	<b>EXPENSE TOTALS</b>	<b>\$93,250.00</b>	<b>\$0.00</b>	<b>\$93,250.00</b>	<b>\$295.12</b>	<b>\$0.00</b>	<b>\$28,664.77</b>	<b>\$64,585.23</b>	<b>31%</b>		<b>\$26,295.63</b>
<b>Fund 122 - Cross County Ski Totals</b>											
	REVENUE TOTALS	36,525.00	.00	36,525.00	.00	.00	11,215.44	25,309.56	31		31,998.09
	EXPENSE TOTALS	93,250.00	.00	93,250.00	295.12	.00	28,664.77	64,585.23	31		26,295.63
	<b>Fund 122 - Cross County Ski Totals</b>	<b>(\$56,725.00)</b>	<b>\$0.00</b>	<b>(\$56,725.00)</b>	<b>(\$295.12)</b>	<b>\$0.00</b>	<b>(\$17,449.33)</b>	<b>(\$39,275.67)</b>			<b>\$5,702.46</b>

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# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 123 - Park Land &amp; Building Acquisition</b>										
<b>REVENUE</b>										
<i>Public Charges</i>										
4601.765	Sales Logging	18,000.00	.00	18,000.00	.00	.00	.00	18,000.00	0	.00
<i>Public Charges Totals</i>		\$18,000.00	\$0.00	\$18,000.00	\$0.00	\$0.00	\$0.00	\$18,000.00	0%	\$0.00
<i>Miscellaneous Revenue</i>										
4190	Disp of fixed assets - reclass	.00	.00	.00	.00	.00	.00	.00	+++	.00
4900	Miscellaneous	.00	.00	.00	.00	.00	.00	.00	+++	.00
<i>Miscellaneous Revenue Totals</i>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$0.00
<i>Other Financing Sources</i>										
9004	Intrafund Transfer In	.00	.00	.00	.00	.00	.00	.00	+++	.00
<i>Other Financing Sources Totals</i>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$0.00
<b>REVENUE TOTALS</b>		\$18,000.00	\$0.00	\$18,000.00	\$0.00	\$0.00	\$0.00	\$18,000.00	0%	\$0.00
<b>EXPENSE</b>										
<i>Operating Expenses</i>										
5307.400	Repairs and maintenance Grounds	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	.00
5505.100	Telephone cell	.00	.00	.00	.00	.00	.00	.00	+++	.00
5708	Professional services	.00	.00	.00	.00	.00	.00	.00	+++	.00
5899	Unallocated costs	.00	.00	.00	.00	.00	.00	.00	+++	.00
9003	Transfer out	.00	.00	.00	.00	.00	.00	.00	+++	275,000.00
9005	Intrafund Transfer Out	.00	.00	.00	.00	.00	.00	.00	+++	.00
<i>Operating Expenses Totals</i>		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$275,000.00
<i>Outlay</i>										
6110.100	Outlay Other (\$5,000+)	.00	.00	.00	.00	.00	.00	.00	+++	.00
<i>Outlay Totals</i>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++	\$0.00
<b>EXPENSE TOTALS</b>		\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0%	\$275,000.00
<b>Fund 123 - Park Land &amp; Building Acquisition Totals</b>										
<b>REVENUE TOTALS</b>		18,000.00	.00	18,000.00	.00	.00	.00	18,000.00	0	.00
<b>EXPENSE TOTALS</b>		1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0	275,000.00
<b>Fund 123 - Park Land &amp; Building Acquisition Totals</b>		\$17,000.00	\$0.00	\$17,000.00	\$0.00	\$0.00	\$0.00	\$17,000.00	(275,000.00)	
<b>Fund 124 - Rails to Trails</b>										
<b>REVENUE</b>										
<i>Intergov Revenue</i>										
4301	Federal grant revenue	.00	45,867.00	45,867.00	7,695.04	.00	45,866.50	.50	100	7,133.50
4302	State grant and aid revenue	.00	45,867.00	45,867.00	9,195.04	.00	46,866.50	(999.50)	102	7,133.50
<i>Intergov Revenue Totals</i>		\$0.00	\$91,734.00	\$91,734.00	\$16,890.08	\$0.00	\$92,733.00	(\$999.00)	101%	\$14,267.00
<i>Public Charges</i>										
4600	Charges and fees	.00	.00	.00	.00	.00	.00	.00	+++	.00
4600.700	Charges and fees Annual	65,000.00	.00	65,000.00	4,704.00	.00	59,416.00	5,584.00	91	68,299.00
4600.705	Charges and fees Daily	20,000.00	.00	20,000.00	3,284.12	.00	16,431.68	3,568.32	82	18,102.18



# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 124 - Rails to Trails</b>											
<b>REVENUE</b>											
<i>Public Charges</i>											
4601.004	Sales Vending machine	750.00	.00	750.00	.00	.00	577.24	172.76	77	89%	481.90
<i>Public Charges Totals</i>		\$85,750.00	\$0.00	\$85,750.00	\$7,988.12	\$0.00	\$76,424.92	\$9,325.08			\$86,883.08
<i>Miscellaneous Revenue</i>											
4800	Intra-county charge	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
4900	Miscellaneous	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
4901	Donations	500.00	.00	500.00	28.00	.00	417.00	83.00	83		882.00
4950	Insurance Recoveries	.00	.00	.00	.00	.00	.00	.00	.00	+++	4,875.00
<i>Miscellaneous Revenue Totals</i>		\$500.00	\$0.00	\$500.00	\$28.00	\$0.00	\$417.00	\$83.00	83%		\$5,757.00
<i>Other Financing Sources</i>											
9001	Capital Contribution	.00	.00	.00	.00	.00	.00	.00	.00	+++	.00
<i>Other Financing Sources Totals</i>		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		+++	\$0.00
<b>REVENUE TOTALS</b>		\$86,250.00	\$91,734.00	\$177,984.00	\$24,906.20	\$0.00	\$169,574.92	\$8,409.08	95%		\$106,907.08
<b>EXPENSE</b>											
<i>Operating Expenses</i>											
5300	Supplies	5,000.00	.00	5,000.00	113.22	.00	1,179.67	3,820.33	24		2,328.35
5300.002	Supplies Cleaning and household	2,000.00	.00	2,000.00	.00	.00	.00	2,000.00	0		.00
5300.004	Supplies Postage	500.00	.00	500.00	28.95	.00	527.49	(27.49)	105		498.08
5304	Printing	1,000.00	.00	1,000.00	.00	.00	.00	1,000.00	0		.00
5305	Dues and memberships	18.00	.00	18.00	.00	.00	.00	18.00	0		.00
5307.100	Repairs and maintenance Equipment	3,000.00	.00	3,000.00	733.78	.00	1,389.01	1,610.99	46		956.95
5307.200	Repairs and maintenance Vehicle	.00	.00	.00	.00	.00	.00	.00	+++		71.89
5307.300	Repairs and maintenance Building	1,000.00	.00	1,000.00	649.22	.00	800.21	199.79	80		450.00
5307.400	Repairs and maintenance Grounds	20,000.00	.00	20,000.00	718.32	.00	8,854.12	11,145.88	44		13,937.01
5308.100	Vehicle/equipment Gas, oil, etc.	6,500.00	.00	6,500.00	.00	.00	.00	6,500.00	0		1,626.80
5310	Advertising and public notice	100.00	.00	100.00	.00	.00	.00	100.00	0		.00
5315	Vending	500.00	.00	500.00	.00	.00	592.21	(92.21)	118		112.52
5320.100	Rental Equipment	3,000.00	.00	3,000.00	.00	.00	.00	3,000.00	0		53.00
5335	Software/Licenses	.00	.00	.00	.00	.00	.00	.00	+++		.00
5340	Travel and training	200.00	.00	200.00	.00	.00	22.50	177.50	11		200.00
5345	Permits	.00	.00	.00	.00	.00	.00	.00	+++		.00
5390	Miscellaneous	.00	.00	.00	.00	.00	.00	.00	+++		89.99
5395	Equipment - nonoutlay	3,500.00	.00	3,500.00	.00	.00	6,622.41	(3,122.41)	189		.00
5501	Electric	3,200.00	.00	3,200.00	102.53	.00	984.55	2,215.45	31		2,814.24
5503	Water & sewer	1,100.00	.00	1,100.00	65.83	.00	530.62	569.38	48		1,027.23
5503.100	Water & sewer Storm water management	300.00	.00	300.00	15.75	.00	141.75	158.25	47		183.04
5505.100	Telephone cell	.00	.00	.00	.00	.00	.00	.00	+++		.00
5601.300	Intra-county expense Other departmental	500.00	.00	500.00	.00	.00	632.00	(132.00)	126		.00

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# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>Fund 124 - Rails to Trails</b>										
<b>EXPENSE</b>										
<i>Operating Expenses</i>										
5601.350	Intra-county expense Highway	5,000.00	.00	5,000.00	480.84	.00	10,122.60	(5,122.60)	202	4,057.44
5601.400	Intra-county expense Copy center	1,000.00	.00	1,000.00	.00	.00	361.24	638.76	36	531.52
5700	Contracted services	5,100.00	.00	5,100.00	367.24	.00	3,070.68	2,029.32	60	3,036.08
5708	Professional services	200.00	.00	200.00	.00	.00	145.00	55.00	72	.00
9003	Transfer out	30,000.00	.00	30,000.00	.00	.00	.00	30,000.00	0	40,000.00
<i>Operating Expenses Totals</i>		\$92,718.00	\$0.00	\$92,718.00	\$3,275.68	\$0.00	\$35,976.06	\$56,741.94	39%	\$71,974.14
<i>Outlay</i>										
6110.020	Outlay Equipment (\$5,000+)	.00	.00	.00	.00	.00	.00	.00	+++	21,016.50
6110.100	Outlay Other (\$5,000+)	.00	92,734.00	92,734.00	25,654.54	.00	102,618.16	(9,884.16)	111	.00
6181	Architect	.00	.00	.00	.00	.00	.00	.00	+++	14,270.00
<i>Outlay Totals</i>		\$0.00	\$92,734.00	\$92,734.00	\$25,654.54	\$0.00	\$102,618.16	(\$9,884.16)	111%	\$35,286.50
<b>EXPENSE TOTALS</b>		\$92,718.00	\$92,734.00	\$185,452.00	\$28,930.22	\$0.00	\$138,594.22	\$46,857.78	75%	\$107,260.64
<b>Fund 124 - Rails to Trails Totals</b>										
<i>REVENUE TOTALS</i>										
<i>EXPENSE TOTALS</i>		86,250.00	91,734.00	177,984.00	24,906.20	.00	169,574.92	8,409.08	95	106,907.08
<i>EXPENSE TOTALS</i>		92,718.00	92,734.00	185,452.00	28,930.22	.00	138,594.22	46,857.78	75	107,260.64
<b>Fund 124 - Rails to Trails Totals</b>		(\$6,468.00)	(\$1,000.00)	(\$7,468.00)	(\$4,024.02)	\$0.00	\$30,980.70	(\$38,448.70)		(\$353.56)
<b>Grand Totals</b>										
<i>REVENUE TOTALS</i>		260,975.00	91,734.00	352,709.00	36,182.18	.00	285,372.34	67,336.66	81	259,704.88
<i>EXPENSE TOTALS</i>		509,674.00	199,338.00	709,012.00	34,921.94	1,800.00	216,986.00	490,226.00	31	530,362.50
<b>Grand Totals</b>		(\$248,699.00)	(\$107,604.00)	(\$356,303.00)	\$1,260.24	(\$1,800.00)	\$68,386.34	(\$422,889.34)		(\$270,657.62)



Adv. Park  
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# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Fund	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances	YTD Transactions	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
<b>REVENUE</b>												
<i>Public Charges</i>												
4600.705	Charges and fees Daily		304,302.00	.00	304,302.00	8,896.47	.00	212,878.91	91,423.09	70		279,881.09
4601.004	Sales Vending machine		.00	1,000.00	1,000.00	413.50	.00	4,880.70	(3,880.70)	488		.00
4601.771	Sales Programs		25,000.00	.00	25,000.00	2,358.00	.00	18,214.00	6,786.00	73		.00
4601.772	Sales Special events		.00	.00	.00	.00	.00	.00	.00	+++		.00
<i>Public Charges Totals</i>			\$329,302.00	\$1,000.00	\$330,302.00	\$11,667.97	\$0.00	\$235,973.61	\$94,328.39	71%		\$279,881.09
<i>Miscellaneous Revenue</i>												
4900	Miscellaneous		.00	.00	.00	.00	.00	678.77	(678.77)	+++		.00
4901	Donations		.00	.00	.00	.00	.00	.00	.00	+++		.00
4990	Cash Over/Short		.00	.00	.00	(2.59)	.00	16.07	(16.07)	+++		.00
<i>Miscellaneous Revenue Totals</i>			\$0.00	\$0.00	\$0.00	(\$2.59)	\$0.00	\$694.84	(\$694.84)	+++		\$0.00
<i>Other Financing Sources</i>												
9002	Transfer in		.00	.00	.00	.00	.00	.00	.00	+++		275,000.00
<i>Other Financing Sources Totals</i>			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	+++		\$275,000.00
<b>REVENUE TOTALS</b>			\$329,302.00	\$1,000.00	\$330,302.00	\$11,665.38	\$0.00	\$236,668.45	\$93,633.55	72%		\$554,881.09
<b>EXPENSE</b>												
<i>Personnel Costs</i>												
5100	Regular earnings		123,397.00	.00	123,397.00	5,257.10	.00	93,890.87	29,506.13	76		80,777.38
5100.998	Regular earnings Budget only		3,768.00	.00	3,768.00	.00	.00	.00	3,768.00	0		.00
5102	Paid leave earnings		.00	.00	.00	.00	.00	.00	.00	+++		.00
5102.100	Paid leave earnings Paid Leave		.00	.00	.00	165.56	.00	165.56	(165.56)	+++		1,196.91
5102.200	Paid leave earnings Personal		.00	.00	.00	.00	.00	427.25	(427.25)	+++		201.27
5102.300	Paid leave earnings Casual		.00	.00	.00	165.56	.00	165.56	(165.56)	+++		538.74
5102.400	Paid leave earnings Sick		.00	.00	.00	.00	.00	.00	.00	+++		.00
5102.500	Paid leave earnings Holiday		.00	.00	.00	.00	.00	466.08	(466.08)	+++		571.97
5102.999	Paid leave earnings Accrual		.00	.00	.00	.00	.00	.00	.00	+++		.00
5103	Premium		.00	.00	.00	.00	.00	.00	.00	+++		.00
5103.000	Premium Overtime		.00	.00	.00	.00	.00	868.91	(868.91)	+++		6,546.27
5103.200	Premium Shift differential		.00	.00	.00	.00	.00	2.20	(2.20)	+++		8.53
5109	Salaries reimbursement		.00	.00	.00	.00	.00	.00	.00	+++		.00
5110	Fringe benefits		.00	.00	.00	.00	.00	.00	.00	+++		.00
5110.100	Fringe benefits FICA		9,070.00	.00	9,070.00	427.49	.00	7,305.49	1,764.51	81		6,742.12
5110.110	Fringe benefits Unemployment compensation		309.00	.00	309.00	13.99	.00	237.96	71.04	77		329.77
5110.199	Fringe benefits Back pay fringe		.00	.00	.00	.00	.00	.00	.00	+++		.00
5110.200	Fringe benefits Health Insurance		8,133.00	.00	8,133.00	.00	.00	2,979.82	5,153.18	37		6,319.97
5110.210	Fringe benefits Dental Insurance		1,034.00	.00	1,034.00	.00	.00	231.98	802.02	22		517.79
5110.220	Fringe benefits Life Insurance		202.00	.00	202.00	.00	.00	10.97	191.03	5		3.20
5110.230	Fringe benefits LT disability insurance		173.00	.00	173.00	.00	.00	25.58	147.42	15		62.35
5110.235	Fringe benefits Disability insurance		.00	.00	.00	.00	.00	.00	.00	+++		.00

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# Budget by Account Classification Report

Through 10/31/15

Prior Fiscal Year Activity Included

Detail Listing

Pg 2 of 3

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 643 - Adventure Park										
EXPENSE										
Personnel Costs										
5110.240	Fringe benefits Workers compensation insurance	4,774.00	.00	4,774.00	398.00	.00	3,980.00	794.00	83	5,315.04
5110.300	Fringe benefits Retirement	6,649.00	.00	6,649.00	69.73	.00	2,050.42	4,598.58	31	2,028.99
5198	Fringe benefits - Budget only	2.00	.00	2.00	.00	.00	.00	2.00	0	.00
		\$157,511.00	\$0.00	\$157,511.00	\$6,497.43	\$0.00	\$112,808.65	\$44,702.35	72%	\$111,160.30
Operating Expenses										
5200	Uniform	1,000.00	.00	1,000.00	.00	.00	301.56	698.44	30	981.51
5300	Supplies	1,000.00	.00	1,000.00	221.52	.00	2,170.54	(1,170.54)	217	9,679.65
5300.001	Supplies Office	.00	.00	.00	.00	.00	.00	.00	+++	.00
5300.004	Supplies Postage	100.00	.00	100.00	15.87	.00	183.51	(83.51)	184	3.37
5306.100	Maintenance agreement Software	.00	.00	.00	.00	.00	.00	.00	+++	.00
5307.100	Repairs and maintenance Equipment	4,000.00	.00	4,000.00	.00	.00	4,098.71	(98.71)	102	54.67
5307.300	Repairs and maintenance Building	.00	.00	.00	.00	.00	.00	.00	+++	.00
5307.400	Repairs and maintenance Grounds	2,500.00	.00	2,500.00	.00	.00	3,350.00	(850.00)	134	11,753.99
5310	Advertising and public notice	5,900.00	.00	5,900.00	.00	.00	812.66	5,087.34	14	11,650.61
5311	Marketing	4,000.00	.00	4,000.00	.00	.00	.00	4,000.00	0	22,482.10
5315	Vending	.00	1,000.00	1,000.00	114.42	.00	1,884.97	(884.97)	188	.00
5340	Travel and training	4,000.00	.00	4,000.00	(75.90)	.00	1,585.98	2,414.02	40	12,151.93
5345	Permits	.00	.00	.00	.00	.00	.00	.00	+++	.00
5367	Wellness	.00	.00	.00	.00	.00	.00	.00	+++	.00
5395	Equipment - nonoutlay	.00	.00	.00	.00	.00	609.69	(609.69)	+++	8,524.09
5501	Electric	4,000.00	.00	4,000.00	94.95	.00	364.04	3,635.96	9	.00
5502	Gas, oil, etc.	2,500.00	.00	2,500.00	17.88	.00	69.30	2,430.70	3	.00
5503	Water & sewer	.00	.00	.00	.00	.00	.00	.00	+++	.00
5503.100	Water & sewer Storm water management	.00	.00	.00	.00	.00	.00	.00	+++	.00
5505	Telephone	.00	.00	.00	.00	.00	.00	.00	+++	.00
5505.100	Telephone cell	600.00	.00	600.00	.00	.00	.00	600.00	0	.00
5600	Indirect cost	.00	.00	.00	.00	.00	.00	.00	+++	.00
5601.100	Intra-county expense Technology services	.00	.00	.00	.00	.00	.00	.00	+++	.00
5601.200	Intra-county expense Insurance	.00	.00	.00	.00	.00	.00	.00	+++	.00
5601.300	Intra-county expense Other departmental	.00	.00	.00	.00	.00	.00	.00	+++	.00
5601.350	Intra-county expense Highway	.00	.00	.00	.00	.00	.00	.00	+++	.00
5601.400	Intra-county expense Copy center	1,500.00	.00	1,500.00	.00	.00	235.80	(235.80)	+++	733.52
5601.450	Intra-county expense Departmental copiers	.00	.00	.00	.00	.00	2,377.59	(877.59)	159	2,199.28
5601.500	Intra-county expense Facility management	.00	.00	.00	.00	.00	.00	.00	+++	.00
5601.550	Intra-county expense Document center	.00	.00	.00	.00	.00	.00	.00	+++	.00
5700	Contracted services	5,000.00	.00	5,000.00	.00	.00	3,809.96	1,190.04	76	.00
6000.005	Depreciation Land improvements	.00	.00	.00	.00	.00	.00	.00	+++	.00
6000.010	Depreciation Buildings	6,875.00	.00	6,875.00	.00	.00	.00	6,875.00	0	.00

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# Budget by Account Classification Report

Through 10/31/15  
Prior Fiscal Year Activity Included  
Detail Listing

Account	Account Description	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	Encumbrances YTD	Transactions YTD	Budget - YTD Transactions	% used/ Rec'd	Prior Year Total
Fund 643 - Adventure Park	EXPENSE									
	Operating Expenses									
6000.020	Depreciation Equipment	28,392.00	.00	28,392.00	2,366.03	.00	23,660.30	4,731.70	83	19,387.36
9003	Transfer out	100,424.00	.00	100,424.00	.00	.00	.00	100,424.00	0	50,000.00
9003.400	Transfer out Wages	.00	.00	.00	.00	.00	.00	.00	+++	.00
	Operating Expenses Totals	\$171,791.00	\$1,000.00	\$172,791.00	\$2,754.77	\$0.00	\$45,514.61	\$127,276.39	26%	\$149,602.08
	Outlay									
6110	Outlay	.00	250,000.00	250,000.00	.00	.00	.00	250,000.00	0	157,052.15
6110.900	Outlay Contra	.00	(251,400.00)	(251,400.00)	.00	.00	.00	(251,400.00)	0	(157,052.15)
6181	Architect	.00	1,400.00	1,400.00	.00	3,300.00	.00	(1,900.00)	236	.00
6190	Disposition of fixed assets	.00	.00	.00	.00	.00	.00	.00	+++	.00
	Outlay Totals	\$0.00	\$0.00	\$0.00	\$0.00	\$3,300.00	\$0.00	(\$3,300.00)	+++	\$0.00
	EXPENSE TOTALS	\$329,302.00	\$1,000.00	\$330,302.00	\$9,252.20	\$3,300.00	\$158,323.26	\$168,678.74	49%	\$260,762.38
Fund 643 - Adventure Park	Totals									
	REVENUE TOTALS	329,302.00	1,000.00	330,302.00	11,665.38	.00	236,668.45	93,633.55	72	554,881.09
	EXPENSE TOTALS	329,302.00	1,000.00	330,302.00	9,252.20	3,300.00	158,323.26	168,678.74	49	260,762.38
	Grand Totals	\$0.00	\$0.00	\$0.00	\$2,413.18	(\$3,300.00)	\$78,345.19	(\$75,045.19)		\$294,118.71
	Grand Totals	329,302.00	1,000.00	330,302.00	11,665.38	.00	236,668.45	93,633.55	72	554,881.09
	EXPENSE TOTALS	329,302.00	1,000.00	330,302.00	9,252.20	3,300.00	158,323.26	168,678.74	49	260,762.38
	Grand Totals	\$0.00	\$0.00	\$0.00	\$2,413.18	(\$3,300.00)	\$78,345.19	(\$75,045.19)		\$294,118.71

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## BUDGET ADJUSTMENT REQUEST

15-74

### Category

### Approval Level

- |   |   |
|---|---|
| <input type="checkbox"/> 1 Reallocation from one account to another in the same level of appropriation  | Dept Head   |
| <input type="checkbox"/> 2 Reallocation due to a technical correction that could include: <ul style="list-style-type: none"> <li>• Reallocation to another account strictly for tracking or accounting purposes</li> <li>• Allocation of budgeted prior year grant not completed in the prior year</li> </ul> | Director of Admin                                     |
| <input type="checkbox"/> 3 Any change in any item within the Outlay account which does not require the reallocation of funds from another level of appropriation  | County Exec   |
| <input type="checkbox"/> 4 Any change in appropriation from an official action taken by the County Board (i.e. resolution, ordinance change, etc.)  | County Exec   |
| <input type="checkbox"/> 5 a) Reallocation of <u>up to 10%</u> of the originally appropriated funds between any levels of appropriation (based on lesser of originally appropriated amounts)  | Admin Committee                                       |
| <input type="checkbox"/> 5 b) Reallocation of <u>more than 10%</u> of the funds original appropriated between any of the levels of appropriation.   | Oversight Comm<br>2/3 County Board                    |
| <input type="checkbox"/> 6 Reallocation between two or more departments, regardless of amount   | Oversight Comm<br>2/3 County Board                    |
| <input checked="" type="checkbox"/> 7 Any increase in expenses with an offsetting increase in revenue   | Oversight Comm ✓<br>2/3 County Board                  |
| <input type="checkbox"/> 8 Any allocation from a department's fund balance  | Oversight Comm<br>2/3 County Board                    |
| <input type="checkbox"/> 9 Any allocation from the County's General Fund  | Oversight Comm<br>Admin Committee<br>2/3 County Board |

### Justification for Budget Change:


The Parks Department was awarded a direct US Fish & Wildlife grant to aid in the completion of the Barkhausen South Impoundment project which is also funded by a US Fish & Wildlife grant passing through Ducks Unlimited, Inc.

**Budget Impact: \$4,600**

Increase	Decrease	Account #	Account Title	Amount
<input checked="" type="checkbox"/>	<input type="checkbox"/>	100.062.091.001.4301	Federal Grant Revenue	4,600
<input checked="" type="checkbox"/>	<input type="checkbox"/>	100.062.091.001.6110.100	Outlay Other (\$5,000+)	4,600
<input type="checkbox"/>	<input type="checkbox"/>			
<input type="checkbox"/>	<input type="checkbox"/>			

  
 Signature of Department Head  
 Department: Parks  
 Date: 10/26/15

### AUTHORIZATIONS

  
 Signature of DOA or Executive  
 Date: 11/3/15

EB 10/27/15



## **Adventure Park Business Plan**

November 2015

### **I. Executive Summary**

#### **Background**

The Zoo & Park Management Department was formed during the 2012 budget process which was a recommendation from the Table of Organization Study Group in 2011. The group's objectives were to identify common functions where consolidation would:

- Improve services to citizens**
- Build upon past successes & best practices**
- Increase efficiencies – save money**
- Emphasize marketing & communications**
- Fully utilize County resources**

During the evaluation, the Parks portion of Facilities was not aligning. The group explored a new alignment of Parks with the NEW Zoo. The group recognized that Brown County previously had this structure in place and that the consolidation of Facilities and Parks did not fully integrate the two departments. At that point two subgroups were created: Facilities & Highway, Zoo and Parks. In the 2012 County budget process it was realized that reductions were needed. At the same time the NEW Zoo was in the process of completing a governance model and best business practices study by Shultz & Williams to provide future guidance to position the zoo and related parks to a best business practices model for a sustainable future while maximizing under-utilized assets for potential future success.

The group identified 2012 as a transition year to embark on a transition path that would move into the direction outlined in the Governance Model study recommendations. The group identified the realignment of program delivery and focus on opportunities that would increase with consolidation. Areas were identified: Marketing, Volunteers, Education and Program Completion. It was determined based on the Governance Model study another organizational structure will be presented as a long-term plan. The reorganization will consider the following: scope of services, opportunities for marketing & education, increase revenue streams/sources, alignment of staff resources with functions.

The Governance Model study was completed by Schultz & Williams in February 2012 and several recommendations were made (attached). One of the opportunities that were presented by Schultz & Williams was an “**adventure play**” concept. A new outdoor family activity for the NEW Zoo/Reforestation Camp that would be a great fit would provide a new source of revenues to Zoo/Parks, especially adjacent to the Zoo. One important characteristic of “**adventure play**” is that they attract new audiences to the Zoo/Camp environment/campus – teens who typically “time-out” from the Zoo experience around the age of 10 – 12 now have a reason to visit the Zoo & Camp. By offering discounts

/package ticketing for the Zoo and adventure play, potentially with a teambuilding curriculum/exercise and even a meal combination also added in, the Zoo/Parks can generate significant new incremental revenues for further investment in the Zoo/Camp. The adventure play concept is growing trend within zoos with many AZA zoos adding the experience.

### **Adventure Product**

The Zoo/Park completed the RFI process and had three vendors respond with adventure experiences. After careful review, the Zoo/Park decided to develop based on the RFI information it received the type of adventure experiences it would like to offer. The adventure park experience proposed for the RFP process included a dual zip line experience; ropes challenge course(s) and a climbing wall. This mix of adventure experiences will provide the visitor with multiple adventure experiences. The Zip Line, Ropes Course, and Climbing Wall will anchor "adventure activities and provide critical mass and expand the offered visitor experiences by providing a different type of activity. These adventure experiences at other zoos are quite popular and can provide a thrilling confidence building experience, outdoor adventure, promote healthy lifestyle activities, and attract attendance because the closest Zoo zip-lines would be at the Milwaukee Zoo (currently open) and the Minnesota Zoo (planned near future).

### **Sustainable Option:**

If the Zoo/ Reforestation Camp were combined under the Zoo table of organization, and grow the zoo enterprise status to include the Reforestation Camp., the Zoo would manage and operate the Adventure experiences since the Reforestation Camp would be part of the Zoo. (See attached Schultz & Williams item 4. Leveraging the Partnership through Synergy with Partners – viable option on page 19 of the report). This option provides many more opportunities. Ideally the revenue would be re-invested into the combine NEW Zoo/Reforestation Camp park areas as to move the Reforestation Camp into enterprise status with the Zoo and off the tax levy with revenue generated by the Adventure Park and related adventure activities on site. This would be a step in a sustainable direction and was the preferred viable option that came out of the Schultz & Williams study. Although the Zoo Society is not ready at this time to assume the governance, it does move the Zoo/Reforestation Park in the direction for a governance public/private partnership and consistent with the best business practices of the zoo industry. The Zoo & Parks did re-organize the organizational charts to support the change for the 2014 budget. Adventure Park staff would then be hired. This step did support key next steps/recommendations for moving forward with the organizational plan outlined in the Schultz and Williams study. **Invest in "Adventure Play" at the Reforestation Camp & Integration of Core Services and Functions at the Zoo and Reforestation Camp.**

The Adventure Park has been a very successful "Adventure Play" addition to the Zoo/Reforestation Camp, anchoring the core concept of investment in the "Adventure Play" concept. With the staff completing the second year of successful operations and revenue generating activities and experiences, the staff is now positioned further down the learning curve to expand the Adventure Play concept.

The core concepts and amenities of the Adventure Park are now firmly in place ahead of any new player in the market. The key now is to build upon the immediate past success and learning curve to continue to be a leader in the concept and business of "Adventure Play". The core competencies of the Adventure Park and the Northeastern Wisconsin Zoo (NEW Zoo) are in a position to begin the process of developing a new strategic business plan and overall masterplan that builds off of the uniqueness of the site as well as the core competencies of each area.

The purpose of the business plan was to look at the previous two years since the Adventure Park opened, to project the next couple years of operations and to prepare the NEW Zoo and Adventure Park (branded together) for the new strategic business planning and master planning development planned for 2016. This will set the course for combining/building upon core competencies into a future exciting new master plan for continued success and to uniquely position the entire site a destination unlike any other zoo or park experience in the country. The base and the core have been firmly established to begin the integration and synergy of staff expertise and talents in development of a new and exciting sustainable future delivering a product and service experience unlike any experience available anywhere.

## **II. The Business and its Product/Services**

The Adventure Park located at the NEW Zoo consists of three components: the dual "racing" zip lines, the aerial adventure course, including the Quick Jump and the climbing tower. However, the adjacent Reforestation Camp offers 1,500 acres of forested mountain bike trails, snowmobile trails, hiking trails, snowshoe trails, snow bike trails, lit Nordic ski trails, two shelter facilities, a rifle range and of course the 43 acre NEW Zoo.

The Adventure park is designed to allow participants six years old and above to experience at least one feature. The park is considered a challenge by choice, which allows the participants the ability to choose their own challenge. The most important considerations when designing the course were safety and maximizing the participant's experience. Specialized safety systems have been incorporated into the Adventure Park design to provide a state-of-the-art safety system that is seamless and allows for a safe and comfortable experience

The **Dual "racing" Zip Lines** provide participants an exhilarating and extreme experience. The zip lines are side-by-side, 1,000' long, half inch cables that launch from the top of the existing 50' historic fire tower and land on a 12' landing deck near the entrance of the zoo. During the zip experience participants may reach speeds of 35 mph while soaring over water. The zip lines are a "participant passive" activity, meaning that the participant is not required to have any interaction or perform any critical functions.

The **Aerial Adventure Course** provides participants an interactive and challenging experience in which they can explore at their own pace and challenge level. After attending a brief "Ground School," the participants are let loose on the course to enjoy self-guided exploration. The course has been designed with 16 elements. Participants are clipped into a user-friendly Smart Snap safety system at all times while they are on course. The Smart Snap system is participant active, which means the participant will be responsible for transferring their own safety lanyard from one element to the next. This allows the participant to be in control of their adventure and "own" their experience.

The elements on the challenge course are:

- Level 1: Wobble Bridge, Tension Traverse, Taco Net, Multi-vine Traverse
- Level 2: Zig-Zag Bridge, Spider Web, V-bridge, Catwalk, Multi-vine Traverse, Floating Islands
- Level 3: Swinging Logs, Heebie Geebie, Moon Loops, Cargo Net, High Wobble Bridge, Bosun Chairs
  - The Quick Jump is located on Level 3 which allows participants a controlled descent after jumping off a platform from 35' in the air.

The **Climbing Tower** allows participants to attempt to summit the three-sided 40' climbing structure. On two sides of the structure are climbing walls, one with contours allowing for variable levels of difficulty. The third side of the structure has a hanging 32' x 8' cargo net.

The following is a breakdown of the rules and guidelines for our clients:

- Preparing for your visit:
  - Review guidelines on our website: [http://newzoo.org/adventure -park](http://newzoo.org/adventure-park)
  - Save time by printing a waiver from our website and completing
  - Wear closed-toed shoes
  - Tie long hair above your shoulder
  - Leave personal items in your car, or rent a lock for one of our on-site lockers
  - Be prepared to supervise your children

### **Package Description and Participant Requirements:**

See Appendix A

## Hours of Operation

The Adventure Park is open:

Month:	Date & Time:	Group Scheduling:	
April & May	10am-6pm Saturday & Sunday	Groups include 15 or more individuals and may schedule Mon-Fri during spring and fall as well as 9am-11am during the summer.	
June, July & August	11am-7pm Daily		
September & October	10am-6pm Saturday & Sunday		
November – March	Based on Reservation		

\*Open hours and dates are subject to change based on weather factors and scheduled maintenance

Our public pay-to-play open hours are currently on a first come first serve basis. Many adventure operations use a reservation system to accommodate users. Our goal is to make sure anyone coming to the park/zoo has the ability to use the adventure park, however at times long lines are discouraging and people often request some type of reservation.

## Group Reservations

The Adventure Park offers a one-of-a-kind experience for a birthday party; scout group outing; school or camp function; or corporate team building challenge.

The Adventure Park is situated near an AZA accredited zoo and a 1,500 acre outdoor playground including hiking, biking, skiing and snowmobile trails. Several rental facilities including the Base Camp building, Ski Lodge and Pines Shelter can accommodate a variety of groups at varying prices.

Groups who are looking to hone team skills for on or off the court, or in the business field can schedule team building workshops during their outing at \$100 per hour plus individual admission with our highly trained staff.

Currently we do not have a reservation system for our customers. In today's society it would be beneficial to implement an on-line reservation system for groups looking to schedule an event. This system would save valuable personnel time.

As you can see in the Financial Plan we would like to see an increase in revenue for groups. We feel there is a lot of untapped potential in the community, but we currently lack a marketing plan and tools to reach these corporations, athletic directors and other interested groups.

### **III. Industry Analysis**

Zip Lines, Ropes/Challenge Courses, Canopy Tours, Aerial Adventure Courses and many other custom products such as Aerial Eco tours, Sky trails, Zip Rides are all products that are classified in the "Adventure Park" industry. The Adventure Park industry is a healthy, growing and thriving industry. The industry is evolving so fast it is hard to really analyze the current economic condition, rate of expansion and industry trends. It is important to remember that when analyzing the adventure park industry we cannot compare all of the different types of "adventure parks" in an "apples to apples" comparison because many of the different products vary in terms of participant experience, target markets, operating specs/systems etc. The most recent studies that were conducted in 2012 show that the Zip Lines, Canopy Tours, Ropes Course have been growing exponentially throughout the U.S. since mid-2000's. "We believe there are about 250 courses in the U.S. and about 36 million zips were taken last year," said Steve Gustufson of EBL in 2013. Steve is an industry expert that built the first known Canopy tour in the U.S. in 2005. Even the regional Adventure Park market has experienced a significant growth rate with multiple courses popping up in Wisconsin Dells(4), Lake Geneva(3), Milwaukee Zoo, Door County(4), Niagara WI, Minoqua WI, Dresser WI and more.

The success of an adventure park operation can be linked to a number of critical factors such as, location (proximity/access to high volumes of people), quality/value of the experience, and competition (is there competition, what do we do to overcome/ outperform the comp, such as marketing.)

With that being said, The NEW Zoo Adventure Park is in a good position, within the existing market both locally and nationally. However, it is only getting more competitive everyday as competition and regulation gets stiffer.

Since the industry is growing at such a fast rate it is experiencing many growing pains. It is possible that the market will be either become saturated and or stifled due to regulation in the near future. There have been a number of critical incidents throughout the industry in the last few years/months/weeks that will lead to more strict regulations. The industry as a whole is struggling with the development of universal and systematic regulations. Overall it appears the industry is peaking resulting in a down turn in successful operations due to a number of reasons. Even the most successful operations are continuing to see downturns in their overall sales and throughput.

Many of the successful companies within the industry are private which allows them to evolve and adapt with the industry as needed. In order for an adventure park to be successful in today's market it is critical to have a solid business plan, strategic marketing plans, access to large amount of participants/guests, primary location, engineered and inspected course, strong safety and risk management plans and quality participant experience.

Notable References:



*Take for instance this dramatic shift in the market size of your average zip tour. According to Paul Cummings from Strategic Adventures, people used to drive up to four hours to visit a zip tour. Now, that's dwindled to an hour.*

*Part of the problem is that zip tours attract a considerably low percentage of repeat business. Cummings estimates that only 10% to 15% of people will return for another zip. You might mitigate this if you're part of a destination that attracts a steady flow of visitors. But that doesn't solve the whole problem.*

*Zipline and canopy tour operations, the fastest growing segment of the adventure travel world, are expected to increase by 41 percent this summer for a total of 120 operations in the US and Canada, according to ZiplineNirvana.*

*"As North Americans have seen how much fun they are," he said, "zip lines have just taken off." Thaddeus Shrader can attest to the popularity of zip lines. He's the chief executive of Colorado-based Bonsai Design, one of the nation's largest builders of zip lines and rope courses.*

*Other riders say they try a zip line once, to check it off their bucket list. "I'm 64 years old, and I don't think I'll do it again," John Rockwood, a retiree from Buffalo, N.Y., said after joining his wife, Julia, on the Big Bear zip line.*

*"They are spreading like fast-food hamburger joints," said Mike Teske, technical director for a Maui-based zip-line company who also heads a panel drafting national safety standards for zip lines.*

*In October 2010, just six months after opening its first facility (242 acres in Asheville), Navitat passed over the \$1 million in revenues mark. "We all celebrated," said Stamps. "We had a little Champagne." By the end of November, 16,000 guests had visited the Asheville facility. Last year, the number increased to 30,000, which included visitors to the Wrightwood, Calif., facility that opened in July.*

*"Well located and marketed canopy tours will often serve 250-350 clients per day during peak season. To manage these numbers, an efficient reservation process is necessary that provides 24/7 access to data and for clients to easily book online," said Smith.*

*He noted that from a marketing standpoint, Canopy Tours are the "sexy" item that sells. "Operators who understand this can leverage their marketing to sell other tours, lodging and products. Resmark's ability to set up agents, embed the booking process into other sites and establish relationships to sell tours for other operators provides opportunities for operators to dramatically grow their business beyond a single product," Smith said. The system can also run reports, track marketing and pull critical business data necessary to make good business decisions. It also automates many of the most time-consuming and mundane functions of the booking process greatly reducing staffing costs and improving customer service.*

*The canopy tour concept that arrived in the US in 2003 began to boom in 2005 and as of end 2009 there were 85 commercial sites, a number expected to grow to 120 this summer.*

#### **IV. Customer/Market Analysis**

- A. When analyzing our customer demographic we studied a sample of the participant waivers that are collected at the point of sale. The results of our in-house customer analysis can be found in appendix B. As a result of the market analysis we have identified the 3 primary target markets which is detailed in: (see appendix C)
- B. When analyzing our customer market we wanted to determine how tourists are spending their money *within Brown County*. (see appendix D)
- C. We analyzed how individuals spend money on entertainment *in general*. (see appendix E)

#### **V. Competitive Analysis**

- A. Summary:
  - a. Price:
    - i. More affordable admission compared to direct competitors
    - ii. Profit per cap is limited due to low cost admission.
    - iii. Difficult to make profit unless busy or strategically place staff based on attendance.
      - 1. Unable to staff based on attendance with "first come, first serve" format
  - b. Experience:
    - i. Well rounded experience
    - ii. Good value for price
    - iii. Not a canopy tour. People really seem to be drawn to multiple different zip lines regardless the price/value. Many of the regional zip tours are weak.
      - 1. However a Zip/Canopy tour would likely be priced much higher and potentially price us out of the local market.
- B. Competitors details:  
(see appendix F)

## **VI. Marketing Plan: current options**

### **Pricing Strategy**

See appendix A

### **Place/Location Strategy**

This site is like no other in the Midwest. Located minutes away from Green Bay, Wisconsin and adjacent to a regional park facility and the accredited NEW Zoo. The 1,500 acre park and zoo offer an experience that no others can match. With over 60 miles of combined mountain biking, Nordic ski, hiking and horse trails the site has something for any outdoor enthusiast.

The current site has room to expand and in the 2016 master planning process we will look into expanding the adventure experience into the zoo.

### **Promotional Strategy**

In 2014 a marketing firm was hired for the initial push of information and to organize the grand opening. Since that time staff has been piecing together various forms of marketing. The current marketing is lacking a plan as staff and resources are not available.

Here is a list of our 2015 marketing:

- Statewide distribution of the NEW Zoo and Adventure Park brochure
- Paid member of the Visitor and Convention Bureau
- Purchased advertisement in the Press Gazette under 199 Things To Do
- Purchased advertisement in You Magazine
- Partnered with the Press Gazette on the Insiders Program
- Hosted the Base Camp Building grand opening
- Hosted the Quick Jump grand opening
- Hosted the Egg Drop Easter event
- Hosted a Father's Day special
- Hosted several accessible zip and family nights
- Featured on live TV four times
- Partnered with NWTC on ticket sales
- Active social media page (joint with the Zoo)

### **Position Strategy**

Fun, safe and cost effective family entertainment and recreation destination

## **VI. Marketing Plan: future options**

Going into the future it is going to be critical to focus our future marketing plan on our target market. *With a limited marketing budget how can we best utilize our resources to capture our target market?* Until this point most of the Adventure Park marketing that has been done has been done in-house by park or office staff in an AD-hoc structure. Moving forward we will be working with the UW Oshkosh College of Business program and other marketing professional to guide the development of a solid marketing plan that meets as many of our needs as possible. At this point the park department feels that we have not even tapped into the full marketing potential and have a huge opportunity to reach a much larger portion of our target market both locally and regionally through strategic and cost effective marketing options. The following is a series of ideas and possible options that will help create the exposure we need to continue to grow the Adventure Park business.

- A. Location/Site
  - a. Maximize potential of unique site through adding addition programs. Creates more exposure.
    - i. Bike rentals
    - ii. Fitness classes
  - b. Develop united(Zoo and AP) customer centered culture with family recreation and team development and education as a primary focus
- B. Marketing
  - a. Develop digital media such as:
    - i. Short video clip highlighting participant experience and teambuilding program
  - b. Social media(identify staff who is responsible for this-intern)
  - c. Billboards
  - d. Print: Flyers
    - i. Strategically distribute AP flyers
    - ii. Already on Zoo Flyers
  - e. Local News Media
- C. Packages
  - a. Family Pass/Season Pass program
  - b. Frequent flyer program
  - c. Zoo/AP packages
  - d. Weekly/Monthly Leagues and competitions
- D. Sponsorships
  - a. Corporate sponsor
  - b. Sponsored events
- E. Partnerships
  - a. Tourism Bureau CVB
  - b. Brown County Wellness Committee

- i. Promote Fitness and wellness through subsidized admission program for Brown County staff and family
  - c. Educational, recreational and fitness facilities
    - i. NWTC
    - ii. St. Norberts
    - iii. Camp
  - d. Conference Centers
    - i. Tundra lodge
    - ii. KI
  - e. Sports teams market
    - i. Packers
    - ii. Timber Rattlers: existing relationship
    - iii. Bullfrogs

#### **F. Position Strategies**

##### **1. In relation to Porters Five Forces**

Five Forces Analysis (see appendix G)

#### **Threat of New Entry**

Cost can be more or less than our 500,000.00 initial park investment for competitors. New entrants (public or private) could mobilize and start up within a 1 year time frame. Specialist knowledge can be hired from outside/ or from existing pool of knowledge. The AP is positioned as low customer cost to experience currently in the market. Barriers to entry maybe site specific or could be cost related for entry.

#### **Competitive Rivalry**

Current numbers of competitors are two which are 1 hour plus away from our site. Quality differences of all three in the market exist. The differences include site specific set up (example zip lines), public vs. private operations, staff customer service differences, distance from major market populations. With 2 years of operations customer loyalty is building, Brown County Parks and NEW Zoo are both trusted high quality operations consistent over many years. Cost of leaving the market vary amongst competitors but appear minimal.

#### **Supplier Power**

Each supplier of this service has a unique experience related to their site specific operations. Customer service varies and key to customer loyalty. Size of the market is growing but still not clearly defined.

### **Threat of Substitution**

The threat of substitutions exists for the outdoor adventure experience market. New entrants and new additional adventure base zip lines, ropes courses, climbing walls etc. unique to each potential new entrant is possible. This is a real possibility if product stays stagnant for too long. New experience, great customer service, and quality of operations can lead to customer loyal base and repeat customers. The development of the existing site and collaboration with the NEW Zoo as the place branded for “Adventure Play” creates a difficult threat for substitution.

### **Buyer Power**

Number of customers for the initial two seasons is documented. The differences in attendance of competitor operations are unknown. Changes in days and hours of operations varied between both years for AP. Price sensitivity has been tested with new price packaging this year and lead to higher per caps. The initial pricing strategy was for an affordable experience entering into the market with a low price point. Media attention to pricing the experiences received attention and price sensitivity can be affected both positive/negative with or without competitor comparisons.

## **VII. Financial Plan**

The Adventure Park was established in May of 2014 at the NEW Zoo and Reforestation Camp. Its establishment was based on a study completed by Schultz & Williams and final approval from the County Executive and County Board. Brown County invested \$500,000 into the design and construction of the park.

The general park levy was reduced by roughly \$190,000 in 2014 when the adventure park was implemented, as the park was expected to produce revenue to offset this levy reduction. One of the primary goals of the adventure park is to offset the cost of the Reforestation Camp in order to create an enterprise complex without affecting general park operations. (see table F.2)

Early projections indicated cost recovery of around 175%, or \$200,000 based on projected revenues versus expenses. These projects were based on a \$20 per capita with an annual attendance of 23,950. Since the park was developed with the connection to the zoo it is imperative you understand how revenue and attendance figures are calculated. (see table F.1)

- ***A current financial goal of the park would be to net \$125,000 annually***

<b>Table F.1</b>	<b>Projected 2014</b>	<b>Actuals FY 2014</b>	<b>Projected FY 2015</b>	<b>Projected FY 2016</b>	<b>Projected FY 2017</b>
<b>Annual Attendance</b>	23,950	23,151	16,199	17,600	18,500
<b>Per Capita</b>	\$20	\$11.28	\$14.30	15.50	15.50
<b>% of Zoo Visitors</b>	11%	12.6%	8%	8%	-

The Adventure Park's location in Brown County was determined based on the NEW Zoo and its successful model. We know the Zoo draws over 220,000 visitors annually and it is important we capture a certain amount of those visitors. The Zoo attendance has shown to fluctuate based on new exhibits and other attractions. For example, if the Zoo were to construct a new exhibit and the attendance increases to 270,000+ visitors during the course of a year the Adventure Park would also see a boost in attendance. **We would like to capture 11% or more of all Zoo visitors at the Adventure Park.**

Since the grand opening county staff have made adjustments in the overall operations and pricing models to increase the per capita. Some of those adjustments are:

- Combination of ticket packages
- Change in the staffing model to increase efficiency and service
- Additional of the Quick Jump
- Addition of the building
- Concession sales
- Second zip line ticket

## Financial Projections

Assumptions:

- Assuming Brown County continues to operate the Adventure Park and operations are not contracted out in the future.

<b>TABLE F.2</b>	<b>Actuals FY 2014</b>	<b>Projected FY 2015</b>	<b>Projected FY 2016</b>	<b>Projected FY 2017</b>
<b>Expenses*</b>	\$210,762	\$172,515	\$242,877	\$250,450
<b>Revenues</b>	\$304,881	\$250,000	\$287,750	\$305,000
<b>Cost Recovery</b>	144.7%	144.9%	118.5%	121.8%
	\$94,119	\$77,485	\$44,873	\$54,550
<b>Transfer to Ref. Camp</b>	\$50,000	\$77,485	\$44,873	\$54,550

*\*Expenses do not depict the transfer to support the Reforestation Camp*

*\*This included fully funding depreciation*

FY 2015:

- Actuals through October 31<sup>st</sup> reveal revenue at \$236,668 and expenses at \$156,355. A current profit of \$80,313 or cost recovery of 151%.
- The new Base Camp building was operation mid-July
- Group programming began

FY 2016:

- Fees remain unchanged for the general public
- The Base Camp Building will be available for rent
- Adjusted group rates and packages (i.e. corporate, civic groups and others)
  - These fees remain consistent with the current model with the addition of a \$100 per hour team building fee
- Family and Individual annual passes will be available
- Marketing strategies will be developed and implemented to reach future customers
- Explore sponsorship opportunities for new elements and activities within the Adventure Park

FY 2017:

- Additional on-the-ground team building elements will be necessary to continue group success
- Implement new activity or element at the Park (not depicted in the projection chart)

### **Pro Forma Profit & Loss**

<b>TABLE F.3</b>	<b>FY 2015</b>	<b>FY 2016</b>	<b>FY 2017</b>
<b>REVENUE</b>			
Daily charges	224,900	228,900	238,632
Program	20,000	25,000	30,000
Annual pass	-	24,200	25,438
Concessions	5,100	6,500	7,150
Building Rental	-	3,150	3,780
<b>Total Revenue:</b>	<b>250,000</b>	<b>287,750</b>	<b>305,000</b>
<b>EXPENSE</b>			
Salary and Fringe	113,092	151,876	154,154
Repairs & Maint/Supplies	10,000	10,595	14,000
Vending	2,200	1,800	2,400
Marketing	1,035	10,000	10,000
Utilities	2,750	6,500	6,750
Indirect costs	-	10,068	10,068
Copy costs	2,500	2,000	2,750
Depreciation	35,267	41,328	41,328
Contracted Serv	3,900	4,710	5,000
Travel/Training	1,771	4,000	4,000



<b>Outlay</b>	-	-	-
<b>Transfer to park</b>	77,485	44,873	54,550
<b>Total Expense:</b>	250,000	287,750	305,000
<b>Profit (Loss)*</b>	\$77,485	\$44,873	\$54,550

*\*Profit/(Loss) does not include the Transfer to the Reforestation Camp Park*

#### Assumptions:

##### FY 2016

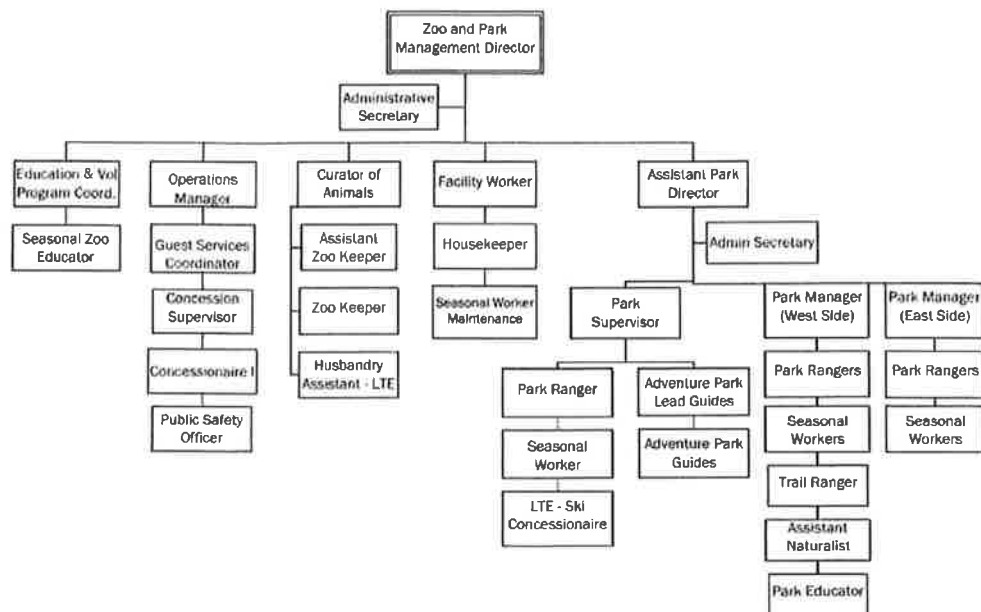
- 5 building rentals will occur each month the park is open
- Program reservations will increase 20%
- 1% of users will purchase an annual pass (average price of \$137.50)

##### FY 2017

- 6 building rentals will occur each month the park is open
- Program reservations will increase 17%
- 1% of users will purchase an annual pass (average price of \$137.50)
- 10% increase in vending

## VIII. Management Plan

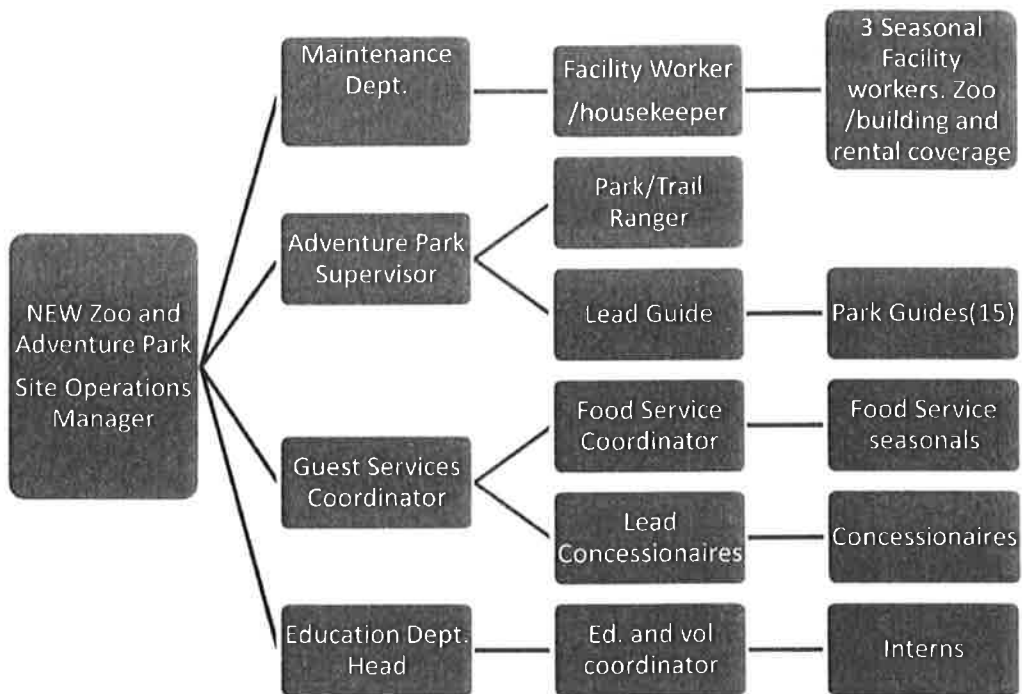
### Current Structure



<b>Zoo and Park Director:</b>	<b>Neil Anderson</b>
<b>Asst Park Director:</b>	<b>Matt Kriese</b>
<b>Adventure Park Supervisor:</b>	<b>Curt Hall</b>
<b>Reforestation Camp Ranger:</b>	<b>vacant</b>
<b>LTE Seasonal Ref. Camp:</b>	<b>2 staff</b>
<b>Lead Adventure Park Guides:</b>	<b>2 staff</b>
<b>Adventure Park Guides:</b>	<b>15-20 staff</b>

## Future Management plan

- Combine operations with Zoo. Restructure and maintain AP operations in house. Most viable options to result in profitable AP revenue.



- B. Maintain Zoo and Park split. Partner with external contract adventure park operator.** Contractor would likely need to charge more. Could lead to potential expansion options.

## **IX. Critical Risks**

### **A. Top five risks**

1. New significant competition
2. Inability to be financially sound
3. Not branding with NEW Zoo as one entity
4. Accidents that lead to negative impact
5. Not having best partnerships

## **X. Appendices (A to G)**

Appendix A:

<b>NEW Zoo &amp; Adventure Park</b> Package Descriptions and Pricing		
Adventure Park Package	Daily Pricing	Participant Requirements
<b>Zip Line Package</b> Approximately 35 Minutes (from gear-up to gear-down)  <i>Includes:</i> One ride on 1000' Dual Racing Zip Line	<b>\$12 Per Person</b>	-6 Years old & Up <u>-Weight Limit</u> 70-275 Pounds  -Legal Guardian must sign liability waiver
	\$6 each additional zip while in gear	
<b>Ropes Package</b> Approximately 60-90 Minutes (from gear-up to gear down)  <i>Includes:</i> Climbing Wall, Ropes Challenge Course and Quick Jump® <i>*Participants Attempt Three            Climbs on Climbing Wall, All Three            Levels on Ropes Challenge Course and            One attempt on Quick Jump®</i>	<b>\$15 Per Person</b>	-6 Years old & Up  -Kids 6-10 years old must be accompanied by a Competent Person on-course.  -Participant must pass "Ground School"  -Participant must meet all participant requirements stated on website and at Base Camp*  -Legal guardian must sign liability waiver**
	\$3 each additional Quick Jump® while in gear	
<b>Full Package</b> Approximately 2-2.5 Hours (from gear-up to gear-down)  <i>Includes:</i> Zip Line Package and Ropes Package	<b>\$25 Per Person</b>	
	\$22 Per Person for Zoo Pass Members	
<b>Group Rate</b> General admission group rate for groups 15+.(see "Group Programs" for Special Group Programs)	<b>\$22 Per Person</b>	

## Appendix B: (Current Demographics)

Zip code	#	City	AGE/D.O.B	
53222	I	Milwaukee	2009	
54130	IIIIII	Kaukauna	2008	8
53225	I	Milwaukee	2007	12
54205	I	Caseo	2006	10
54220	IIIIIIII IIII	Manitowoc	2005	20
53085	II	Sheboygan Falls	2004	15
54241	IIIIII IIIIIII	Two Rivers	2003	21
53590	I	Sun Prairie	2002	29
54494	I	WI Rapids	2001	22
34957	I	Jensen Beach FL	2000	16
52003	I	Dubuque IA	1999	7
29063	I	Irmo SC	1998	12
28240	I	Charlotte NC	1997	40
53209	I	MLK WI	1996	41
55107	II	St. Paul MN	1995	9
53216	I	MLK WI	1994	10
53218	II	MLK WI	1993	3
53072	I	Delafield WI	1992	6
54902	III	Oshkosh WI	1991	9
53224	II	MLK WI	1990	4
53204	I	MLK WI	1989	6
33150	II	Miami FL	1988	10
54201	III	Algoma WI	1987	4
61048	I	Lena IL	1986	2
54228	IIII	Mishicot WI	1985	3
53223	IIII	Brown Deer WI	1984	7
53042	I	Kiel WI	1983	9
54904	IIII	Oshkosh WI	1982	5
53218	I	MLK WI	1981	4
53212	II	MLK WI	1980	4
53081	II	Sheboygan WI	1979	8
53208	III	MLK WI	1978	5
53142	I	Kenosha WI	1977	6
53206	I	MLK WI	1976	6
53209	I	MLK WI	1975	11
53215	I	MLK WI	1974	2
44708	I	Canton OH	1973	6
53014	I	Chilton WI	1972	4



Zip code	#	City	AGE/D.O.B
54534	III	Hurley WI	
54761	IIII	Plum City WI	
54806	II	Ashland WI	
79912	II	El Paso TX	
54956	II	Neenah WI	
53597	I	Wanakee WI	
54422	I	Curtiss WI	
4910913	I	Ichinomiya Aichi	
54311	IIIIIIIIII	GB WI	
54180	III	Wrightstown WI	
54216	III	Kewaunee WI	
54471	III	Ringle WI	
80238	II	Denver CO	
54124	I	Gillet WI	
64506	II	Saint Joseph MO	
54115	I		
54208	III	GB/Denmark WI	
54914	II	Appleton WI	
49849	IIII	Ishpeming MI	
53307	II	Blue Mound WI	
50265	I	West Des Moines IA	
55330	III	Elk River MN	
54153	III	Oconto WI	
54162	IIII	Pulaski WI	
54501	I	Rhineland WI	
54529	I	Harshaw WI	
53548	IIII	Janesville WI	
54901	I	Oshkosh WI	
54155	II	Oneida WI	
53534	II	Edgerton WI	
54383	I	Green Bay WI	
54165	III	Seymour WI	
54126	II	Greenleaf WI	
60048	III	Libertyville IL	
56071	I	New Prague MN	
54944	I	Hortonville WI	
54409	IIII	Antigo WI	
53040	II	Kewaskum WI	
54915	I	Appleton WI	
54476	I	Schofield WI	
53061	I	New Holstien WI	
60045	III	Lake Forest IL	
54915	II	Appleton WI	



Zip code	#	City	AGE/D.O.B
54114	I	Crivitz WI	
54922	II	Bear Creek	
54650	I	Onalaska WI	
54303	IIII	Green Bay WI	
49866	II	Negaumee MI	
54302	IIII	Green Bay WI	
54154	II	Oconto Fall WI	
54101	II	Abrams WI	
52333	II	Solon IA	
54208	II	Denmark WI	
54983	I	Weyauwega WI	
54911	I	Appleton WI	
54476	I	Weston WI	
54449	II	MarshField WI	
7462	I	Vernon NJ	
54947	II	Larsen WI	
54914	IIII	Appleton WI	
54963	IIII	Omro WI	
54935	II	Fond du lac WI	
53029	II	Hartland WI	
54751	IIII	Menomonie WI	
54228	I	New Franken WI	
54484	II	Straford WI	
	I	Freedom WI	
53023	II	Glenbulah WI	
60089	I	Buffalo Grove Il.	
49916	I	Chassel MI	
60124	III	Elgin Il.	
49855	I	Marquette MI	
54403	I	Wausau WI	
60517	I	Woodridge Il	
60440	I	Bowling Green Il	

## Appendix C: (Customer/Market Analysis)

1)

<b>Who Will Be Your Customers?</b>	
<input checked="" type="checkbox"/> Consumers <input type="checkbox"/> Other Businesses <input type="checkbox"/> Both	
<b>Primary Customers:</b>  <b>-Consumer</b>  <b>-Pay to Play</b>  <b>-General admission</b>	Where Do They Live or Work (Target Market Area)
	<b>-Within a 50 mile range</b> <b>-50/50 tourist vs. locals</b>
	Income Range
	<b>-Middle to upper class</b>
	Age Range and Gender (Male or Female)
	<b>-Key potential customer 10-20 years old, focus on 10 to 15</b>
	<b>-Gender neutral</b>
	<b>-Target parents and grandparents, focus on female</b>
	Education
	Occupation(s)
Lifestyle	
Other Common Characteristics:	
<b>-Female in her 40's, decision maker</b>	
<b>-Families</b>	
Profile of Decision-Makers	
Other Common Characteristics of Decision-Makers	
<b>-Birthdays</b>	
<b>-Scouts</b>	

2)

<b>Who Will Be Your Customers?</b>  <input type="checkbox"/> Consumers <input checked="" type="checkbox"/> Other Businesses <input type="checkbox"/> Both	
<b>Primary Customers – Business</b>	What Type of Businesses -Corporations
	Where are They Located (Target Market Area) -50 mile radius
	What are Some Common Characteristics (sales, number of employees, etc.) -Groups of 10-150 ppl -Looking for turn-key experience, including the zoo and facility rental -Interested in food options/catering
	Profile of Decision-Makers
	Title within Company: -Marketing or HR managers  Other Common Characteristics of Decision-Makers -Looking for Team building -Looking for Company Picnic, family included, recreational exp.

3)

**Who Will Be Your Customers?**

☐ Consumers ☐ Other Businesses ☒ Both

**Primary  
Customers –**

**-Schools,  
camps and  
church  
groups**

**What Type of Businesses**

**-Educational groups, schools**

**-Camps and recreational groups**

**-Scouts**

**-Sports teams**

**Where are They Located (Target Market Area)**

**-50 mile radius**

**What are Some Common Characteristics (sales, number of employees, etc.)**

**-10-150 ppl**

**-on a tight budget**

**Profile of Decision-Makers**

**Title within Company:**

**-Teachers, principals, leaders**

**Other Common Characteristics of Decision-Makers**

**-Team building, recreational, lifestyle**

## **Appendix D:**

### **Tourist spending in Brown County**

- a. In 2014, 5.3 million people visited Brown County spending \$588 million
- b. Spending by Season: Summer 29.5%, Fall 26.4%, Spring 23.7%, Winter 20.3%
- c. Spending on: Food 24%, Lodging 20.6%, Shopping 19,6%, Recreation 18.8%, transportation local 17%

## Appendix E:

Consumer spending on entertainment, by income group, 2013				
Lowest 20 percent	Second 20 percent	Third 20 percent	Fourth 20 percent	Highest 20 percent
Total \$1,002	\$1,416	\$1,997	\$2,866	\$5,133
Fees & Admissions 112	198	349	563	1,625
Audio & visual 548	750	885	1,149	1,489
Pets, toys & playground 286	367	527	777	1,022
Other 55	101	236	377	996

## Appendix F:

### Direct Competition:

Name of Business and Location	Competitive Analysis
Lakeshore Adventures Zip Line Tours 8113 Hwy 57, Baileys Harbor, Door County, WI 54202 920-839-2055	<b>Business Strengths:</b> -new -strong market, people will pay the high price
	<b>Business Weakness:</b> -pricy in comparison (experience vs. price) -Many other programs(boating, fishing etc)
<b>Marketing Strategy:</b>  Experience the most thrilling Eco Adventure in Door County. This fully guided “Living Tour” is built in the trees and is an ecological sightseeing adventure with a bird’s eye view of breathtaking woodlands and a variety of wildlife. The 20 acre course is nestled into the Ridges Sanctuary which protects over 1000 acres of the most biologically diverse land in Wisconsin. The tour combines 3 canopy zip lines and a dual racing zip line totaling over 2000’ of heart pounding excitement.  <b>Zip Line Canopy Tour</b> Adults (16+) – \$59 Youth (7 to 15) – \$49  <b>Dual Racing Zip Line</b> 1 Zip – \$35 2 Zips – \$40 3 Zips – \$45	

Name of Business and Location	Competitive Analysis
Trollhaugen Adventure Park 2232 100th Avenue, Dresser, Wisconsin 54009 715-755-2955	<b>Business Strengths:</b> -Location
	<b>Business Weakness:</b> -Course has issues -Staff is inexperienced
<b>Marketing Strategy:</b> Trollhaugen Outdoor Recreation Area is located 50 minutes North of the Twin	

Cities of Minnesota, 5 mins across the border in Dresser, WI. With over 3,000 feet of zip lines spread over 6 zips, and a 112 element aerial challenge course, it is the Twin Cities premier aerial adventure experience.

Adult \$45  
Student (7-17) \$39

Name of Business and Location	Competitive Analysis
Gravity Trails Zip Line 7340 Hwy 42, Egg Harbor, WI 54212 920-854-9292	<b>Business Strengths:</b> -Strong market
	<b>Business Weakness:</b> -Course is weak
<b>Marketing Strategy:</b> A great beginner zip line for kids and adults! Climb a 20 foot climbing wall with rock holds or as easy as a ladder and then take 4 Zip Lines that eventually bring you down to the ground. Make it a combo tour with our clear bottom shipwreck tour too! Zip next to ponds, sand dunes and through the trees.  5 zips \$39	

Name of Business and Location	Competitive Analysis
DC Adventure Center 1041 County Road ZZ, Ellison Bay, Wisconsin 54210 United States (920) 746-9539	<b>Business Strengths:</b> -Tree based Zip tour -Strong teambuilding and educational background -Many other programs(kayaking etc)
	<b>Business Weakness:</b> -Course is short
<b>Marketing Strategy:</b> Zip line through Wisconsin's hardwood trees at Rowley's Bay Resort! Launching from high up in the canopy, you will have a blast on several spans of zip lining. Do it in the dark on the weekends at our Glowstick Zip Line Tours!  4 zips	



Hours: Daily 10am - 4pm

Tour Price: \$45

Name of Business and Location	Competitive Analysis
Lake Geneva Canopy Tours N3219 County Road H, Lake Geneva, Wisconsin 53147 (262) 248-9271 Lake Geneva Canopy Tours	<b>Business Strengths:</b> -Nice, Long Course with many features
	<b>Business Weakness:</b> -Pricy
<b>Marketing Strategy:</b> Enjoy our 100 acre Adventure Park as you zip 8 canopy zip lines, 4 Sky Bridges, a double helix staircase and 2 tree-based spiral staircases and the grand finale Dual Racing Zip line that is over 1100' long. Once your feet leave the first platform they do not touch ground again until the end. A full canopy tours lasts about 2.5 hours. Located 1 mile north of Downtown Lake Geneva on County Road H.  8 zip tour, 5 bridges Adult Youth (ages 7-15) \$99.99/Person \$89/Youth  Ropes Course The High Ropes Excursion includes: 16 elements, 2 hours ■ Arbor Trails Pass (same day) Groups of 2-16 \$45/Person Groups of 17** \$35/Person  *Youth (ages 7-15) must be accompanied by an adult. Minimum of 1 adult per 7 youth.	

Name of Business and Location	Competitive Analysis
Northwoods Zip Line Tour 9635 Adventure Lane, Minocqua, Wisconsin 54548 715-358-ZIPS (9477)	<b>Business Strengths:</b> -New, good seasonal market -people seem to like the course, 2+hr experience -tree based zip tour

	<p><b>-Good reviews on guides</b></p>
	<p><b>Business Weakness:</b></p> <p><b>-Pricy</b></p> <p><b>-Course struggled during construction, built in house by amateur builders.</b></p> <p><b>-Not the most professional construction methods, somehow passed third party inspection after failing 3-4 times. I wouldn't recommend it!</b></p>
<p><b>Marketing Strategy:</b></p> <p>NORTHWOODS ZIP LINE TOUR is the newest and most exciting attraction in the Northwoods and perhaps all of Wisconsin. Our tour was designed in and around northern Wisconsin's trees... making us a TRUE CANOPY TOUR! Our tour is a 2.5 hour adventure and interpretive experience designed with the thrill seekers, nature lovers, and families in mind... we offer a fun time for EVERYONE! In all, you will travel down NINE (9) ZIP LINES and walk across SIX (6) ADVENTURE BRIDGES; totaling more than 1 mile of on-line fun. You'll soar over ravines, through valleys, into and out of 100' tall White &amp; Red Pine Trees, zip 1,000 FT. on our LAKE CROSSING ZIP, and end on our DUEL RACE ZIP!</p> <p>Zip Line Canopy Tour = \$105 per person (FULL tour - 9 zips, 6 adventure bridges, 2.5 hrs. of fun and excitement)</p>	

<b>Name of Business and Location</b>	<b>Competitive Analysis</b>
<p>Wildman Adventure Resort Zip Line Peshtigo River Outpost, N 12080 Allison Lane, Athelstane, Wisconsin 54104 888-813-8524</p>	<p><b>Business Strengths:</b></p> <p><b>-Decent value</b></p> <p><b>-many other activities(supplemental experience)</b></p>
	<p><b>Business Weakness:</b></p> <p><b>-Location, very far north</b></p>
<p><b>Marketing Strategy:</b></p> <p>Bomber Zips - Menominee River zip line tour N22200 Bomber Road, Niagara, Wisconsin 54151 (888) 813-8524</p> <p>Bomber Zips - Menominee River zip line tour Unleash your inner daredevil as you soar through the Northwoods forest canopy. You will experience six lines for over 2700 feet of adrenaline pumping action. Warm up with the first</p>	

four lines and prepare yourself for the 1000 foot beast as you catapult yourself off one of the highest points in the area. Finish your day with whitewater rafting, rock climbing, or paintball.

5 zips  
 Adults(17+)\$55.00  
 Youth(7-16)\$55.00

Name of Business and Location	Competitive Analysis
Plymouth Road America N7390 State Highway 67, Plymouth, WI 53073 1-800-365-7223	<b>Business Strengths:</b> -decent market -captive market on race weekends
	<b>Business Weakness:</b> -Does not capture off site market well -poor operations -already has had notable incidents
<b>Marketing Strategy:</b> Racing fans of all kinds are welcome at Wisconsin's newest dual-racing ziplines located at Road America between Plymouth and Elkhart Lake. While reaching heights of 100 feet, these 1,200 foot dual ziplines provide a thrilling rush of adrenaline while also giving you a spectacular view of America's favorite racetrack. Visit our website for more information, discounts, group and team building opportunities, photo galleries, and more! 1 zip \$20 for 1 zip \$30 for 2 zips	

Name of Business and Location	Competitive Analysis
Sturgeon Bay Door County's Adventure Center 4497 Ploor Road, Sturgeon Bay, Wisconsin 54235 (920) 746-9999	<b>Business Strengths:</b>
	<b>Business Weakness:</b>
<b>Marketing Strategy:</b> Adventure Zip Line Tour: 3 spans at 45 feet, traveling a total distance of 1500 feet viewing beautiful farm land, trees and marshes. We do many other things such as: paddle Sport rentals, kayak tours, stand-up paddle board tours, kayak/canoe trips, rock wall climbing, outdoor high/low ropes course, indoor climbing, team building, wellness classes, leadership training, certification classes, lessons and youth camps	

Name of Business and Location	Competitive Analysis
Wisconsin Dells Bigfoot Zipline Tours 1550 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965 608-254-5555	<b>Business Strengths:</b>
	<b>Business Weakness:</b>
<b>Marketing Strategy:</b>  Fast, Fun, and Exhilarating! Approximately 2 1/2 hours of excitement for nature lovers and thrill seekers. This course is the first World Class Zipline in Wisconsin Dells, and rated the #1 attraction on Tripadvisor. You will zip from tower to tower through Majestic Oaks and Northwood Pines on 7 separate ziplines. There is over 6,000 feet - Family Fun! (Open Year Round). There are 6 separate ziplines ranging from 400' - 1300' long. This is a fast, fun, and exhilarating, 90 minute spectacular adventure that offers excitement that is safe and accessible to all ages. Sky Rangers (guides) assist at every step of your zip line adventure tour. Zip line over 30 acres of towering timber and sky blue water inside the Bigfoot boundary.  \$75.00	

Name of Business and Location	Competitive Analysis
Heightened Adventures Aerial Adventure Park 2501 River Road, Wisconsin Dells, Wisconsin 53965 United States 877-230-9836	<b>Business Strengths:</b>
	<b>Business Weakness:</b>
<b>Marketing Strategy:</b> Six acres of eco-friendly fun will give you the opportunity to have your own exploring adventure. This challenging aerial adventure park will feature four different levels of courses for all ages and skill levels. Challenge yourself as you explore between 10 and 45 feet in the air. This arborist evaluated park is a fun and thrilling eco adventure.  Adults- \$49 Children (12 and under) - \$30	

Name of Business and Location	Competitive Analysis
Vertical Illusions Wisconsin Dells, Wisconsin 53965 (608) 253-2500 Vertical Illusions	<b>Business Strengths:</b>
	<b>Business Weakness:</b>
<b>Marketing Strategy:</b>  Vertical Illusions is a one of a kind Eco Zip Line Tour where you zip off the top of Chimney Rock Park, a 500' foot Bluff, you will see 100 mile views, beautiful plants and wildlife from 15 tree-to-tree zip lines. Ride without touching the ground or climbing endless flights of stairs for the entire hour and a half tour.  Starting at \$89	

Name of Business and Location	Competitive Analysis
Wilderness Resort Canyon Zip Line Tour 511 E. Adams Street, Wisconsin Dells, Wisconsin 53965 (800) 867-9453	<b>Business Strengths:</b>
	<b>Business Weakness:</b>
<b>Marketing Strategy:</b> Wilderness Resort Canyon Zip Line Tour Wilderness Resort along with Experience Based Learning (EBL), have built an adrenaline-pumping thrill tour that consists of 5 zip lines and 6 platform towers. You will soar through the treetops over Lost Canyon with a bird's eye view. Watch the canyon rush below your feet as you zip from one platform to the next.  \$45 for resort guests & \$65 for the public.	

**Indirect Comp:**

Name of Business and Location	Competitive Analysis
NEW Zoo	<b>Business Strengths:</b>
	<b>Business Weakness:</b>

**Marketing Strategy:**

We are competing for business with current structure.

**Name of Business and Location**

Bay Beach amusement park and Wild Life Sanctuary

**Competitive Analysis****Business Strengths:****Business Weakness:****Marketing Strategy:**

- Very affordable
- Zippin Pippin

**Name of Business and Location**

Lambeau Field/Packers  
-family night  
-Hall of Fame

**Competitive Analysis**

**Business Strengths:**  
Huge training Camp tourist base

**Business Weakness:****Marketing Strategy:**

We get a lot of business from training camp. We should make them a partner instead of a competitor.

**Name of Business and Location**

Extreme Air

**Competitive Analysis****Business Strengths:****Business Weakness:****Marketing Strategy:**

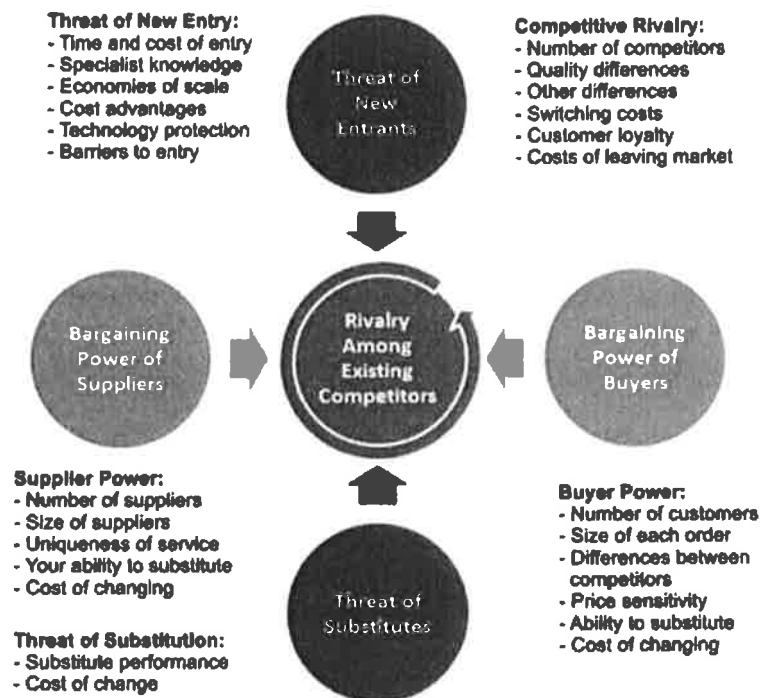
Indoor trampoline park. They do a lot of groups and birthdays. We get a lot of business out of the valley and a lot of people are talking about this locations.

Name of Business and Location	Competitive Analysis
Other summer seasonal recreational parks: -local and regional water parks	<b>Business Strengths:</b>
	<b>Business Weakness:</b>
<b>Marketing Strategy:</b>	

Name of Business and Location	Competitive Analysis
City functions -Farmers market -picnics	<b>Business Strengths:</b>
	<b>Business Weakness:</b>
<b>Marketing Strategy:</b>	

Appendix G:

# Five Forces Analysis (Porter)





# FIELD STAFF REPORT PARK DEPARTMENT

## Marvin Hanson—East Side Manager

### *Fairgrounds*

- Cleaning, Park Security, Park Inventory
- Host Commercial Events ( Exhibition bldg. Rentals)
- Process Maintenance Work Orders
- Completed winter storage—filled 7 buildings with campers, cars, boats etc.

### *Neshota Park*

- Cleaning, Security Checks and Park Inventory
- Weekly Shelter Rentals
- Weekly Mowing of Trail system
- Friends of Neshota Park Meeting
- Trail trimming of hiking trail

### *Way-Morr Park*

- Security Checks and Park inventory
- Weekly Shelter Rentals
- Process work orders and Playground Inspection
- Replaced sinks in East restroom
- New accessible bridge was installed with major help/funds from the Way-Morr lions club
- New floor coating installed in West restrooms

### *Lily Lake*

- Cleaning, Security Checks and Park Inventory
- Daily boat launch collection and enforcement
- Process Work Orders
- Weekly Shelter Rentals
- Lake Aerator installed for the winter season

### *Wequiock Falls Park*

- Cleaning, Park Security, Park Inventory
- Process Maintenance Work Orders
- Cut brush on west side of viewing area

### *Wrightstown Park*

- Cleaning, Security Checks and Park Inventory
- Daily boat launch collection and enforcement
- Weekly mowing and grounds inspection
- Removed boat docks at the end of the month

### *Fonferek Glen*

- Litter pick-up, Security Checks and Park Inventory
- Process work orders— sign inspections & Inspection of Boundary Signs.
- Covered over graffiti on rocks below the cow hole

### *Bay Shore Park*

- Cleaning, Park Security, Park Inventory
- Daily Campgrounds collection and Security checks
- Daily boat launch collection and enforcement
- Process Maintenance Work Orders
- Removed boat docks for dredging project
- Dredging of boat launch complete



# FIELD STAFF REPORT PARK DEPARTMENT OCTOBER 2015



Rick Ledvina West Side Supervisor

## *Barkhausen Waterfowl Preserve*

- Fall Programs wrapped up with over 550 students attending!
- Girl Scouts did their annual prairie seed picking and collected a wide variety of native prairie flower and grass seeds to be used for future programs and replanted in the parks.
- Barkhausen Staff led 3 FIELDS programs about geology going to Wequiock Falls and Bay Shore Park as well as a quarry talking about local geology.
- Nathaniel Blood, our Assistant Naturalist attending the Midwest Environmental Education Conference in Madison. He learned much about new trends in outdoor education and was to develop our programs.
- We got rained out for one of our Autumn Night Hikes, but the two other ones had great weather with 100 people attending total. We saw some deer, coyote, otter scat, and both groups got to see a saw-whet owl close up and even release it!
- Staff have been working on getting the fur trader cabin completed, clearing the trails in preparation for the ski season, and cleaning up various work areas of the park of old junk.

## *Brown County Park*

- Dog passes were randomly checked throughout the month and everyone seemed to appreciate the coverage.
- The fence line was monitored and repaired as needed. Every year new holes form and have to be filled and fence repaired.

## *Pamperin Park*

- The gazebo and DH garden areas have been prepared for winter by removing the dead material and or seasonal plants. We will be putting up snow fence around the Gazebo and Ellies garden in November to slow the deer down.
- We have started the seasonal maintenance on equipment and are working on fall cleanup of the grounds areas.
- We are booked out as usual all weekends at Pamperin. Every weekend morning averages 10 photographers and over 100 families for photos. October is the busiest month for photography at Pamperin.

## *Vande Hei Property*

- I do security checks of the facility on a regular basis to maintain the integrity of the park. Tree stands were removed as needed.

## *Fox River Trail - Mountain Bay Trail*

- We spent several days cutting back the trail sides to maintain our grade on the trail. We continue to repair the trail as needed.
- We had several days of removing wind damage trees along the trail. The weekly inspections continue and everything looks good.
- Pass checkpoints were done weekly and we are getting the same compliance as usual.

# FIELD STAFF EPORT PARK DEPARTMENT OCTOBER 2015



Curt Hall

## *Reforestation Camp*

### **Operations:**

- Operated Rifle Range on weekends in Oct. Attendance was average compared to previous years.
- Managed Zoo Boo parking operation.
- Attended monthly wellness committee meeting. Attended "Ripples Guy" presentation.
- Performed park grounds and trail maintenance including; trimming, mowing, leaf blowing, storm clean up, extensive pruning, trail grading etc.
- Completed monthly work orders.
- Performed maintenance, cleaning and winterizing on all facilities and managed all rentals as needed.
- Maintained Marandol Preserve.
- Coordinated multiple volunteer projects throughout bike, horse and ski trail system.
- Extensive time spent prepping for Project Illumination, including: overlapping with project managers, meeting with loggers, coordinating utility locates, assisting with grading etc.
- Completed annual reports.

### **"Friends" Group:**

- Coordinated multiple work days with volunteers conducting ski, horse and bike trail work. Projects are:
  - ⇒ Cutting Scrub Oaks along ski trail.
  - ⇒ Tree, stump, brush removal and general clean up of Fat Bike and Snow Shoe trail.
  - ⇒ Reroute of two small sections of mountain bikes to eliminate two horse/bike trail crossings.
  - ⇒ Assist with Project Illumination trail preparation.
- Friends of RFC Trails group continues to host a monthly meeting at RFC. Items they are addressing are:
  - ⇒ Trail Reroute plan to minimize bike to horse trail intersection.
  - ⇒ Trail pruning assistance.
  - ⇒ Membership Development.

## *Adventure Park*

### **Operations:**

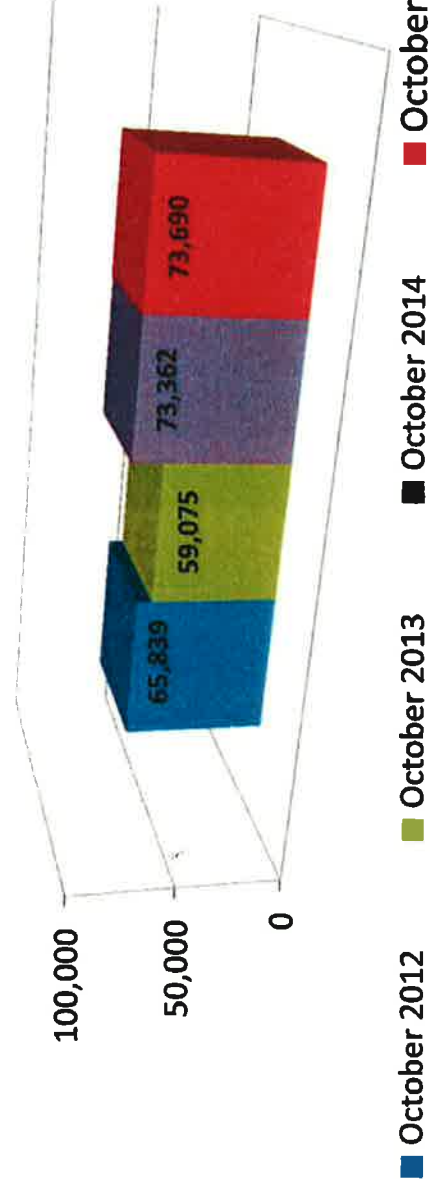
- Hosted 4 Special Group Programs in Oct.
- Hosted "Accessible Zip Line Night" Oct. 14th
- Weekend operations have been steady.
- Managed Zoo Boo Glow Zip operations. Experienced rise in attendance compared to last season. We still have a lot of room for improving Glow Zip attendance numbers.

### **Future Program Opportunities:**

- Currently working with a marketing expert to develop a more extensive marketing and business plan moving forward.
- Exploring more bike and ski rental options for winter '15/'16

# BROWN COUNTY PARK USAGE - ATTENDANCE SUMMARY

<u>Park Location</u>	<u>October 2012</u>	<u>October 2013</u>	<u>October 2014</u>	<u>October 2015</u>
Adventure Park	0	0	1,176	766
Barkhausen	7045	6198	9,687	11,380
Bay Shore Park	10439	7834	8640	5943
Brown County Park / Dog Park	2490	1750	1981	2047
Fairgrounds	5535	3190	4431	3249
Fonferek's Glen	1205	1120	1280	1355
Fox River Trail	5157	8533	8905	8401
Lily Lake	1940	2365	2315	2429
Mountain-Bay Trail	3200	3620	2836	1740
Neshota Park	3486	2805	4796	2374
Pamperin Park	13457	11969	11018	13688
Reforestation Camp	5384	5182	5662	13580
Suamico Boat Launch	1614	1540	1166	2300
Way-Morr Park	1455	733	3435	1465
Wequiock Falls	1487	1086	2109	1373
Wrightstown Park	1945	1150	3925	1600
Yearly Grand Totals	65839	59075	73362	73,690



## Park Department Assistant Director's Report

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**General :** Many of our parks, trails and natural areas have been closed while the deer gun season is in progress.

The rifle range consumed 648 hours of staff time over the course of October and November. Staff also spent time covering zoo boo and winter storage needs. Fall is an extremely busy time in the department!

**Adventure Park:** To date 16,199 attendees have visited the park in 2015 and 49 organized groups. An updated business plan has been developed and we recently learned UW Oshkosh will be assisting with a marketing plan for 2016 based on the plan.

**Barkhausen:** A pre hunt meeting was conducted for those permitted on the property for the gun deer season. 38 individuals will be hunting the property this year.

Discussions with WPS have continued in regard to an EPA settlement for land acquisition and habitat restoration at the park. Once final terms are met we will provide the committee with an update.

The metal roof which was installed in 2008 began to leak around a north side dormer. The roofing contractor was notified and a section of roof is being replaced under warranty at no cost to the county. Two furnaces were found to have cracked exchangers. One may be under warranty and the other will be evaluated for repairs versus replacement.

**Bay Shore:** The boat landing dredging is complete. This winter staff will be spending considerable time on general maintenance, including: sandblasting and painting benches, overlook clearing, firewood cutting and leaf clean up.

The campground saw 6,991 camping days for an occupancy rate of 32%.

**Rifle Range:** The range site-in clinic wrapped up November 19<sup>th</sup>. Overall there is more competition in the area and it seems revenue may have been down slightly. User comments were overwhelmingly positive!

**Way Morr:** The bridge dedication will take place at the first Music in the Park Event in 2016.

The floor in the main restroom building was resurfaced this fall. This not only provides a better look to the building, but reduces odors by sealing the concrete floor surface.

**Fairgrounds:** Building and grounds rentals ended for the season on October 18<sup>th</sup>. Winter storage began at 8:00am and was complete by 11:30am on October 21<sup>st</sup>. The buildings filled up very quickly this year!

**Reforestation Camp:** The ski trail lighting project management has consumed much of staffs time and the project is scheduled for completion late December 2015.

We are in the process of hiring a new park ranger. The expected start date for the new team member is December 7<sup>th</sup>.

**Wequiock Falls:** The restroom building was in a state of disrepair. This fall staff has been remodeled the small building with a new roof, ceiling and clear skylight panels.



Brown County NEW Zoo  
Budget Status Report  
10/31/2015

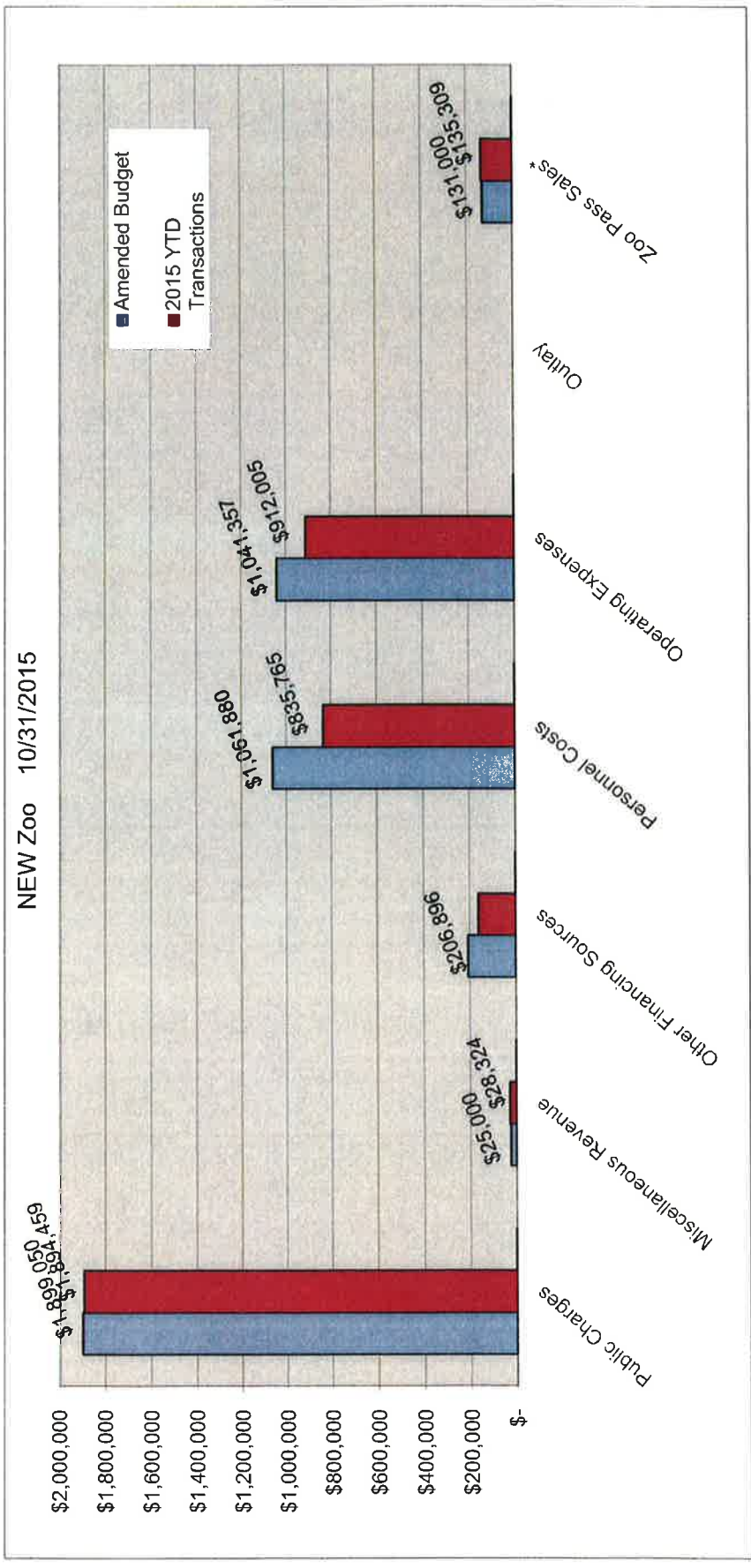
(Unaudited)

2015

	Amended Budget	2015 YTD Transactions	Percent of Budget	2014 YTD Transactions	2013 YTD Transactions
Public Charges	\$ 1,899,050	\$ 1,894,459	99.8%	\$ 1,897,078	\$ 1,630,640
Miscellaneous Revenue	\$ 25,000	\$ 28,324	113.3%	\$ 24,061	\$ 17,043
Other Financing Sources	\$ 206,896	\$ 162,831	78.7%	\$ 23,316	\$ 89,115
Personnel Costs	\$ 1,061,880	\$ 835,765	78.7%	\$ 803,193	\$ 782,451
Operating Expenses	\$ 1,041,357	\$ 912,005	87.6%	\$ 851,478	\$ 915,391
Outlay	\$ -	\$ -		\$ -	\$ 5,644
Zoo Pass Sales*	\$ 131,000	\$ 135,309	103.3%	\$ 133,865	\$ 114,378
Zoo Attendance		228,691		238,428	216,410

\*Zoo Pass Sales have been included in Public Charges ~ used for comparison only

Revenues: Public charges are similar to 2014 levels.  
Attendance numbers are between 2013 & 2014 to-date numbers.  
Expenses: Personnel costs are up from 2014 but below budget target. Operating costs are up, however, storm damage insurance reimbursement (\$11,585) & Zoo Boo candy credits (\$5,574) are not reflected in 10-31-2015 cost figure.





# Budget by Account Classification

Through 10/31/15  
Prior Fiscal Year Activity Included  
Summary Listing

Account Classification	Adopted Budget	Budget Amendments	Amended Budget	Current Month Transactions	YTD Encumbrances	YTD Transactions	Budget - YTD Transactions	% used/ Rec'd	Prior Year YTD
<b>Fund 640 - New Zoo</b>									
<b>REVENUE</b>									
Intergov Revenue	.00	.00	.00	.00	.00	.00	.00	+++	.00
Public Charges	1,899,050.00	.00	1,899,050.00	145,961.77	.00	1,894,459.35	4,590.65	100	1,897,078.24
Miscellaneous Revenue	25,000.00	11,585.00	36,585.00	5,720.96	.00	28,324.21	8,260.79	77	24,061.02
Other Financing Sources	206,896.00	5,000.00	211,896.00	156,855.00	.00	162,830.59	49,065.41	77	23,316.33
<b>REVENUE TOTALS</b>	<b>\$2,130,946.00</b>	<b>\$16,585.00</b>	<b>\$2,147,531.00</b>	<b>\$308,537.73</b>	<b>\$0.00</b>	<b>\$2,085,614.15</b>	<b>\$61,916.85</b>	<b>97%</b>	<b>\$1,944,455.59</b>
<b>EXPENSE</b>									
Personnel Costs	1,061,880.00	.00	1,061,880.00	69,470.03	.00	835,764.96	226,115.04	79	803,193.09
Operating Expenses	1,041,357.00	16,585.00	1,057,942.00	88,900.59	.00	912,005.37	145,936.63	86	851,478.28
Outlay	.00	.00	.00	.00	.00	.00	.00	+++	.00
<b>EXPENSE TOTALS</b>	<b>\$2,103,237.00</b>	<b>\$16,585.00</b>	<b>\$2,119,822.00</b>	<b>\$158,370.62</b>	<b>\$0.00</b>	<b>\$1,747,770.33</b>	<b>\$372,051.67</b>	<b>82%</b>	<b>\$1,654,671.37</b>
<b>Fund 640 - New Zoo Totals</b>									
<b>REVENUE TOTALS</b>	<b>2,130,946.00</b>	<b>16,585.00</b>	<b>2,147,531.00</b>	<b>308,537.73</b>	<b>.00</b>	<b>2,085,614.15</b>	<b>61,916.85</b>	<b>97</b>	<b>1,944,455.59</b>
<b>EXPENSE TOTALS</b>	<b>2,103,237.00</b>	<b>16,585.00</b>	<b>2,119,822.00</b>	<b>158,370.62</b>	<b>.00</b>	<b>1,747,770.33</b>	<b>372,051.67</b>	<b>82</b>	<b>1,654,671.37</b>
<b>Fund 640 - New Zoo Totals</b>	<b>\$27,709.00</b>	<b>\$0.00</b>	<b>\$27,709.00</b>	<b>\$150,167.11</b>	<b>\$0.00</b>	<b>\$337,843.82</b>	<b>(\$310,134.82)</b>		<b>\$289,784.22</b>
<b>Grand Totals</b>									
<b>REVENUE TOTALS</b>	<b>2,130,946.00</b>	<b>16,585.00</b>	<b>2,147,531.00</b>	<b>308,537.73</b>	<b>.00</b>	<b>2,085,614.15</b>	<b>61,916.85</b>	<b>97</b>	<b>1,944,455.59</b>
<b>EXPENSE TOTALS</b>	<b>2,103,237.00</b>	<b>16,585.00</b>	<b>2,119,822.00</b>	<b>158,370.62</b>	<b>.00</b>	<b>1,747,770.33</b>	<b>372,051.67</b>	<b>82</b>	<b>1,654,671.37</b>
<b>Grand Totals</b>	<b>\$27,709.00</b>	<b>\$0.00</b>	<b>\$27,709.00</b>	<b>\$150,167.11</b>	<b>\$0.00</b>	<b>\$337,843.82</b>	<b>(\$310,134.82)</b>		<b>\$289,784.22</b>

14

# BUDGET ADJUSTMENT REQUEST

15-67

## Category

- ☐ 1 Reallocation from one account to another in the same level of appropriation
- ☐ 2 Reallocation due to a technical correction that could include:
  - Reallocation to another account strictly for tracking or accounting purposes
  - Allocation of budgeted prior year grant not completed in the prior year
- ☐ 3 Any change in any item within the Outlay account which does not require the reallocation of funds from another level of appropriation
- ☐ 4 Any change in appropriation from an official action taken by the County Board (i.e. resolution, ordinance change, etc.)
- ☐ 5 a) Reallocation of up to 10% of the originally appropriated funds between any levels of appropriation (based on lesser of originally appropriated amounts)
- b) Reallocation of more than 10% of the funds original appropriated between any of the levels of appropriation
- ☐ 6 Reallocation between two or more departments, regardless of amount
- ☒ 7 Any increase in expenses with an offsetting increase in revenue
- ☐ 8 Any allocation from a department's fund balance
- ☐ 9 Any allocation from the County's General Fund

## Approval Level

Dept Head  
Director of Admin  
County Exec  
County Exec  
Admin Committee  
Oversight Comm  
2/3 County Board  
Oversight Comm  
2/3 County Board  
Oversight Comm  
2/3 County Board  
Oversight Comm  
Admin Committee  
2/3 County Board

## Justification for Budget Change:

The NEW Zoo incurred significant storm damage to the grounds. This budget adjustment is for the clean-up costs, fence repair, and the insurance proceeds. The insurance deductible is to be funded by the Casualty Insurance Fund.

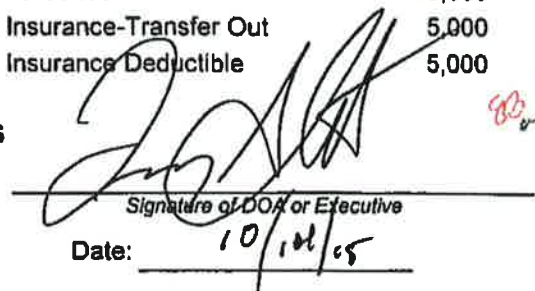
Budget Impact: \$16,585

Increase	Decrease	Account #	Account Title	Amount
<input checked="" type="checkbox"/>	<input type="checkbox"/>	640.057.256.4950	Zoo-Insurance Proceeds	11,585
<input checked="" type="checkbox"/>	<input type="checkbox"/>	640.057.256.9002	Zoo-Transfer In	5,000
<input checked="" type="checkbox"/>	<input type="checkbox"/>	640.057.256.5307.400	Zoo-R&M Grounds	16,585
<input checked="" type="checkbox"/>	<input type="checkbox"/>	751.064.304.9003	Casualty Insurance-Transfer Out	5,000
<input type="checkbox"/>	<input checked="" type="checkbox"/>	751.064.034.5410.900	Casualty Insurance Deductible	5,000

## AUTHORIZATIONS

  
Signature of Department Head

Department: NEW Zoo  
Date: 10/12/15

  
Signature of DOA or Executive  
Date: 10/12/15



## **Animal Collection Report**

### **November 2015**

A second American White pelican was added to the collection this month. He comes from a rehab facility in Northern Wisconsin. An eye injury makes him a poor candidate for re-release into the wild. Both pelicans are residing in the new Cornerstone Animal Hospital. Once they have completed quarantine, it is likely that they will be moved to the Tortoise building where visitors will be able to view them throughout the winter.

A female red panda was transferred to the NEW Zoo from the Nashville Zoo in accordance with SSP recommendations. Qiji, a four year old female arrived here on 11-19-15. She is currently residing in the exhibit adjacent to the one housing resident male Zhin-Li. The two will have time to get to know each other from a distance before they live together. We have high hopes that this "arranged marriage" will result in the birth of cubs in the summer of 2016. Red Pandas are critically endangered in the wild due to habitat degradation. The SSP captive breeding program is designed to ensure a genetically healthy and diverse population in zoos. This carefully managed population can help ensure that the species does not become extinct.

The NEW Zoo animals have been benefitting from a WI. DNR fish stocking program during the fall spawning season. Brown Trout, Coho Salmon, Chinook Salmon and Steelhead (aka migratory Rainbow trout) climb a fish ladder (visible to the public through underwater viewing windows!) to the collection ponds at the Besadny Anadromous Fisheries Facility in Kewaunee. Once the fish (who are at the end of their life span) have been processed to collect and fertilize eggs for the stocking program, they are donated to several zoos and wildlife sanctuaries. The bears, otters, eagle and wolves are among the many zoo animals who REALLY appreciate this windfall! <http://dnr.wi.gov/topic/fishing/hatcheries/cdbesadny.html>

Zookeepers have been busy setting up heated water buckets and heat lamps and adding bedding and straw to exhibits as the cold weather arrives. Although most zoo animals have heated buildings available, many prefer to spend time outdoors where they can watch the visitors. Many features (like heated rockwork) are built into the exhibits, but others need to be provided seasonally.

Progress continues on the renovation of the animal kitchen building. Several walls have been removed to create a large open space for diet preparation. The animal holding portion of the building is also being improved with the addition of windows to provide light for the inhabitants.

## NEW Zoo Operations Report: Oct. 2015

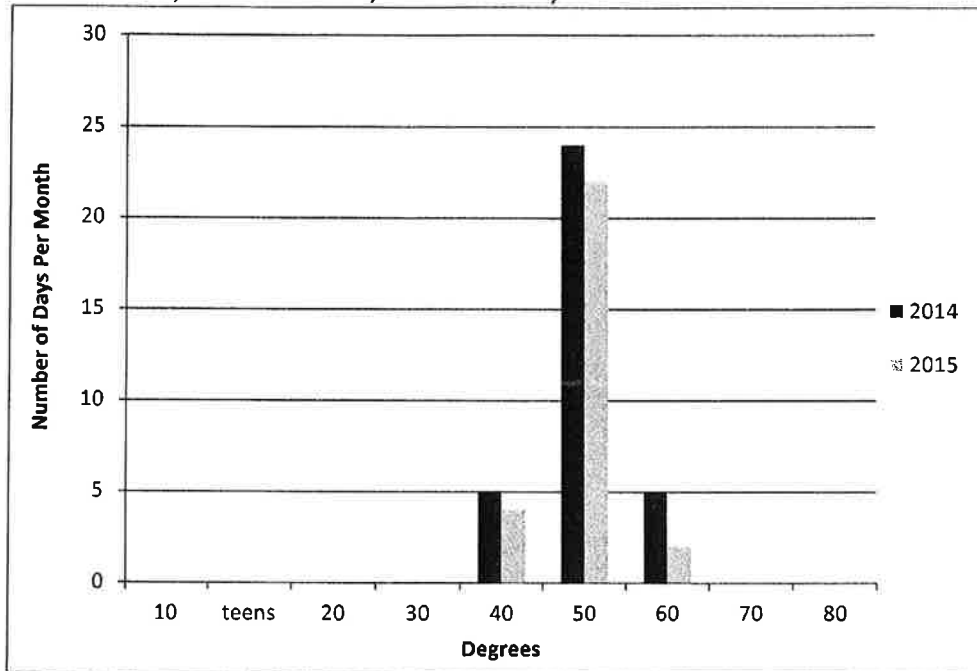
### Noteworthy:

**Average Temperature** recorded at the zoo in Oct. 2015 = 54°F

4 in the 40's, 22 in the 50's, 5 in the 60's, 0 in the 70's

**Average Temperature** recorded at the zoo in Oct. 2014 = 53°F

5 in the 40's, 24 in the 50's, 2 in the 60's, 0 in the 70's



Lowest temperature for period in Oct. 2015: 40°F Highest Temp: 64°F

Lowest temperature for period in Oct. 2014: 45°F Highest Temp: 63°F

### OCTOBER

- 24,244 visited the Zoo in Oct. 2015 compared to 23,229 in Oct. 2014.
- Zoo attendance was 1015 over last October.
- We had 2 rainy and 8 overcast days this Oct. compared to 3 rainy and 17 overcast days in October 2014.
- We had 16,736 guests come to Zoo Boo this year, compared to 17,107 last year (-371).
- Per Caps Goal (e.o.y)  
Mayan: 1.11  
Gift Shop: 1.01  
Admission & Donations: 4.12
- Per Caps Actual (y.t.d)  
Mayan: 1.27  
Gift Shop: 1.17  
Admissions & Donations: 4.46

# **Gift Shop, Mayan and Admissions Revenue Monthly Revenue Template October Transfer**

Day	Date	Gift Shop	Concessions	Zoo Admissions	Adventure	Vending	Zoo Pass	Education	Donation	Cons. Fund	Special Event	Attend.	Temp	Weather
thur	1	63.47	113.91	433.00	-	66.94	260.00	-	-	-	-	120	57	1
fri	2	474.10	197.46	1,179.00	-	152.72	115.00	-	-	-	1,056.00	310	54	1
sat	3	468.91	497.47	2,799.00	-	316.55	65.00	-	-	3.47	32.00	593	51	2
sun	4	231.75	303.86	1,464.00	-	199.80	55.00	-	-	-	40.00	295	51	2
mon	5	65.56	201.44	1,622.00	-	96.84	190.00	200.00	-	3.22	-	315	50	2
tues	6	97.54	279.46	818.00	-	176.45	305.00	40.00	-	1.32	1,404.00	332	52	1
wed	7	126.06	274.42	922.00	-	112.83	60.00	-	-	4.54	612.00	229	52	1
thur	8	63.20	98.50	257.00	-	1,003.72	-	68.00	231.05	-	32.00	48	56	2
fri	9	376.06	1,262.17	525.00	-	506.53	130.00	-	-	2.11	5,090.00	2041	60	1
sat	10	1,226.83	3,124.47	1,746.00	-	1,250.56	275.00	-	-	2.32	17,547.00	5202	62	1
sun	11	556.74	850.50	3,107.00	-	433.87	65.00	-	-	0.95	24.00	707	64	1
mon	12	201.50	270.26	812.00	-	148.83	195.00	-	-	2.57	32.00	220	63	1
tues	13	79.62	105.34	456.00	-	75.39	65.00	146.00	-	-	16.00	113	64	1
wed	14	205.86	211.42	1,756.00	-	128.73	120.00	294.00	-	9.29	-	378	50	1
thur	15	121.98	174.95	1,646.00	-	88.27	250.00	230.00	-	0.35	-	355	54	1
fri	16	390.14	2,056.41	329.00	-	436.79	130.00	-	-	1.91	5,906.00	2007	42	1
sat	17	629.16	2,848.45	638.50	-	1,002.87	65.00	-	-	10.30	15,500.00	4338	40	1
sun	18	238.06	258.76	1,402.00	-	215.35	-	-	-	6.10	48.00	309	50	1
mon	19	51.17	48.86	1,520.00	-	172.96	670.00	-	-	1.75	-	316	55	1
tues	20	152.73	102.24	432.00	-	61.00	-	80.00	-	-	-	98	55	1
wed	21	208.94	133.53	1,167.00	-	157.29	175.00	-	-	-	500.00	286	58	1
thur	22	145.69	234.44	976.00	-	212.86	125.00	48.00	-	1.02	40.00	256	56	1
fri	23	388.28	463.91	400.00	-	133.86	-	-	-	1.44	2,890.00	892	52	3
sat	24	752.34	1,450.40	382.50	-	945.66	-	-	-	5.11	13,084.00	3319	55	2
sun	25	431.66	471.02	2,796.00	-	436.69	120.00	-	-	0.17	-	610	52	1
mon	26	118.54	86.45	433.00	-	45.00	-	-	-	1.00	-	92	50	2
tues	27	161.27	132.22	410.00	-	90.95	65.00	-	-	22.00	-	113	56	1
wed	28	25.19	33.85	50.00	-	6.00	-	207.00	-	-	128.00	9	48	3
thur	29	35.04	34.82	176.00	-	39.48	130.00	-	-	0.01	500.00	56	49	2
fri	30	104.36	299.13	1,466.00	-	140.85	-	70.00	-	0.47	9,496.00	266	50	2
sat		-	47.14	101.00	-	172.35	-	-	-	-	-	19	52	3
<b>Total</b>		<b>\$ 8,191.75</b>	<b>\$ 16,667.26</b>	<b>\$ 32,221.00</b>	<b>\$ -</b>	<b>\$ 9,027.99</b>	<b>\$ 3,630.00</b>	<b>\$ 1,383.00</b>	<b>\$ 231.05</b>	<b>\$ 81.42</b>	<b>\$ 73,977.00</b>	<b>24,244</b>	<b>54</b>	

Weather Ke 1 = Sunny 2 = Overcast 3 = Rain 3 = Rai 4 = Snow  
Vending Consists: Stroller, Animal Feed, Giraffe, Pepsi, Carousel, Train, Penny Press, Hurricane Simulator, Footsie Wootsie, Telescope

**NEW ZOO  
ADMISSIONS REVENUE ATTENDANCE  
2015 REPORT  
2013, 2014 2015**

**ATTENDANCE**

MONTH	2013	2014	2015
January	999	442	1319
February	861	537	564.00
March	5,989	4,910	8300.00
April	10,499	13,425	21298.00
May	37,075	40,506	32946.00
June	43,835	43,858	40508.00
July	38,029	48,534	39,492
August	41,427	46,458	41570.00
September	18,024	16,459	18450.00
October	19,672	23,299	24244.00
November	1,752	1,521	
December	811	1,777	
<b>TOTAL</b>	<b>218,973</b>	<b>241,726</b>	<b>228,691.00</b>

**ADMISSION & DONATIONS**

MONTH	2013	2013		2014		2015		2015	2013		2014		2015	
		ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN		PER CAP	PER CAP	PER CAP	PER CAP	PER CAP	PER CAP
January	1,520.87		53.76	896.00	127.62	2,312.00	-	-					\$1.52	1.75284
February	1,517.10		-	1,112.00	3.00	1,124.00	-	-					\$1.76	1.99291
March	16,111.68		89.46	16,242.50	30.36	27,856.00							\$2.69	3.356145
April	40,458.27		106.03	41,931.50	-	84,316.50	166.91	166.91					\$3.85	3.958993
May	135,610.19		259.08	181,412.00	615.29	150,906.00	659.86	659.86					\$3.68	4.5804
June	167,307.94		847.96	201,002.10	510.02	187,551.00	183.92	183.92					\$3.82	4.62997
July	155,324.26		408.00	232,705.50	948.94	187,816.50	156.76	156.76					\$4.08	4.75581
August	164,161.23		680.83	210,093.00	1,572.95	171,866.00	40.00	(38227.00)					\$3.96	4.13438
September	67,574.00		-	71,385.50	-	99,668.00		28282.50					\$3.75	5.40206
October	70,718.00		519.88	101,361.50	799.73	106,198.00	231.05	4836.50					\$3.59	4.38038
November	6,580.00		-	6,484.50	177.86								\$3.76	\$4.26
December	2,680.81		10.00	5,776.00	-								\$3.31	\$3.25
<b>TOTAL</b>	<b>\$829,564.35</b>		<b>\$2,975.00</b>	<b>\$1,070,402.10</b>	<b>\$4,785.77</b>	<b>\$1,019,614.00</b>	<b>\$1,438.50</b>	<b>(38527.60)</b>					<b>\$3.79</b>	<b>4.45848</b>

3.9589

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**NEW ZOO  
GIFT SHOP, MAYAN  
ZOO PASS REVENUE**

2015 REPORT 2013, 2014 2015					2013	2014	2015
Paws & Claws					PER	PER	PER
Gift Shop					CAP	CAP	CAP
	2013	2014	2015	(-)/(+)			
January	\$ 1,055.77	\$ 557.40	\$ 1,149.47	\$ 592.07	\$1.06	\$1.26	0.87147081
February	\$ 1,251.19	\$ 669.96	\$ 1,157.14	\$ 487.18	\$1.45	\$1.25	2.05166667
March	\$ 6,410.95	\$ 4,715.11	\$ 8,770.88	\$ 4,055.77	\$1.07	\$0.96	1.05673253
April	\$ 13,203.95	\$ 10,948.35	\$ 26,629.51	\$ 15,681.16	\$1.26	\$0.82	1.25032914
May	\$ 39,997.32	\$ 37,175.92	\$ 48,037.15	\$ 10,861.23	\$1.08	\$0.92	1.45805712
June	\$ 47,174.03	\$ 44,177.86	\$ 49,886.85	\$ 5,708.99	\$1.08	\$1.01	1.23153081
July	\$ 45,434.44	\$ 50,198.70	\$ 51,691.83	\$ 1,493.13	\$1.19	\$1.03	1.30891902
August	\$ 44,070.13	\$ 45,949.76	\$ 55,120.22	\$ 9,170.46	\$1.06	\$0.99	1.32596151
September	\$ 16,987.95	\$ 11,962.04	\$ 17,149.37	\$ 5,187.33	\$0.94	\$0.73	93%
October	\$ 11,447.06	\$ 8,872.02	\$ 8,191.75	\$ (680.27)	\$0.58	\$0.38	0.33788772
November	\$ 2,392.94	\$ 1,398.38			\$1.37	\$0.92	
December	\$ 1,049.37	\$ 2,611.88			\$1.29	\$1.47	
<b>TOTAL</b>	<b>\$ 230,475.10</b>	<b>\$ 219,237.38</b>	<b>\$ 267,784.17</b>	<b>\$ 52,557.05</b>	<b>\$ 1.05</b>	<b>\$0.91</b>	<b>1.17094319</b>

					2013	2014	2015
Mayan					PER	PER	PER
Taste of Tropic					CAP	CAP	CAP
	2013	2014	2015	(-)/(+)			
January	\$ 1,437.87	\$ 698.79	\$ 1,329.18	\$ 630.39	\$1.44	\$1.58	1.00771797
February	\$ 1,376.70	\$ 934.03	\$ 800.69	\$ (133.34)	\$1.60	\$1.74	1.41966312
March	\$ 4,238.14	\$ 5,601.97	\$ 8,290.85	\$ 2,688.88	\$0.71	\$1.14	0.99889759
April	\$ 12,214.97	\$ 12,402.26	\$ 28,478.23	\$ 16,075.97	\$1.16	\$0.92	1.33713166
May	\$ 38,989.01	\$ 47,658.53	\$ 42,452.78	\$ (5,205.75)	\$1.05	\$1.18	1.28855643
June	\$ 51,184.40	\$ 55,471.02	\$ 54,604.30	\$ (866.72)	\$1.17	\$1.26	1.34798805
July	\$ 48,408.14	\$ 65,770.40	\$ 58,923.33	\$ (6,847.07)	\$1.27	\$1.50	1.49203206
August	\$ 54,204.81	\$ 56,141.00	\$ 54,586.88	\$ (1,554.12)	\$1.31	\$1.21	1.31313159
September	\$ 22,329.62	\$ 21,067.21	\$ 23,541.45	\$ 2,474.24	\$1.24	\$1.28	1.27595935
October	\$ 17,184.31	\$ 20,106.38	\$ 16,667.26	\$ (3,439.12)	\$0.87	\$0.86	0.68747979
November	\$ 2,288.80	\$ 1,510.15			\$1.31	\$0.99	
December	\$ 895.70	\$ 2,054.59			\$1.10	\$1.16	
<b>TOTAL</b>	<b>\$ 254,752.47</b>	<b>\$ 289,416.33</b>	<b>\$ 289,674.95</b>	<b>\$ 3,823.36</b>	<b>\$ 1.16</b>	<b>\$1.20</b>	<b>1.26666528</b>

ZOO PASS						
MONTH	2013	2014	2015	(-)/(+)		
January	\$ 2,538.00	\$ 881.00	\$ 1,988.00	\$ 1,107.00		
February	\$ 2,431.00	\$ 2,302.00	\$ 2,320.00	\$ 18.00		
March	\$ 11,066.00	\$ 12,801.00	\$ 15,290.00	\$ 2,489.00		
April	\$ 19,401.00	\$ 21,763.00	\$ 30,070.00	\$ 8,307.00		
May	\$ 25,115.00	\$ 33,474.00	\$ 25,259.00	\$ (8,215.00)		
June	\$ 20,309.00	\$ 26,236.00	\$ 26,080.00	\$ (156.00)		
July	\$ 13,361.00	\$ 15,973.00	\$ 15,858.00	\$ (115.00)		
August	\$ 8,702.00	\$ 11,142.00	\$ 9,851.00	\$ (1,291.00)		
September	\$ 6,526.00	\$ 5,512.00	\$ 5,228.00	\$ (284.00)		
October	\$ 3,255.00	\$ 3,007.00	\$ 3,630.00	\$ 623.00		
November	\$ 3,075.00	\$ 1,985.00				
December	\$ 10,531.00	\$ 16,351.00				
<b>TOTAL</b>	<b>\$ 126,310.00</b>	<b>\$ 151,427.00</b>	<b>\$ 135,574.00</b>	<b>\$ 2,483.00</b>		

# NEW Zoo Maintenance Report

November 2015

Jerry Vincent

- **Main Projects:**
- Rebuilt the Kubota utv rear axels.
- Clean up from zoo boo
- Winterization of water exhibits and childrens zoo water lines.
- Drained and cleaned otter, crane, and penguin ponds.
- Repaired inoperative pole lamps throughout the zoo.
- Built a drop gate into the duiker deer den and yard.
- Documented winterization methods into a word document.
- Repaired a broken underground wire from the barn.
- Cleaned gutters throughout the zoo buildings.
- Winterized and stored the safari train.
- Inspected and winterized the carrousel.
- Took trout tank window out of the frame and cleaned.
- Raking and blowing leaves throughout the zoo.
- Cleaned and organized the shop and utility cart tools.
- Closed work orders for October.
- Repaired broken underground water main at red panda.
- Repaired Barth well deficiencies per DNR.
- Repaired and welded the support legs for the skid steer sweeper.



## NEW ZOO

Brown County

4418 REFORESTATION ROAD  
GREEN BAY, WISCONSIN 54313

PHONE (920) 662-2405  
E-MAIL KAWSKI\_AJ@CO.BROWN.WI.US



ANGELA KAWSKI-KROENING

EDUCATION & VOLUNTEER PROGRAMS COORDINATOR

### NORTHEASTERN WISCONSIN ZOO EDUCATION AND VOLUNTEER PROGRAMS REPORT OCT 2015

#### Volunteer Hours

2015	Opportunity	2014
164.75	Giraffe Stand	203.75
36	Horticulture	4
34.5	Husbandry	43.5
31	Office Help	5.5
103.5	Special Events	65
112	Special Projects	189.5
5.25	Zoo Watch	--
<b>487.00</b>	<b>Total Hours</b>	<b>511.25</b>
<b>2,965.75</b>	<b>Zoo Boo</b>	<b>3,365.5</b>
<b>3,452.75</b>	<b>Total w/Zoo Boo</b>	<b>3,876.75</b>

*This year's Zoo Boo event had a total of 765 volunteer bodies comprised of 628 individuals. Last year saw a total of 964 Zoo Boo volunteer bodies (833 individuals).*

#### Intern Hours

Total of 8 different interns

**Total Hours: 397.5 hours**

**vs 196.25 in 2014**

#### Off-Site Programs (Zoomobiles)

Festival Foods De Pere → Pumpkin Donation

North Shore Bank → No \$\$ exchanged

Suring Elementary → \$187

**Total estimated Revenue: \$187 + pumpkins**

**vs \$318 + pumpkins in 2015**

#### On-Site Programs

2 Badge in a Day Programs

6 Zoo Class Programs

1 Zoo Tour Program

2 Wild Encounter Program

**Total estimated Revenue: \$1,086**

**vs \$925 in 2014**

#### Things to Note...

- ★ Sixth annual "BYOP for Pizza" event on Oct 9<sup>th</sup>; sponsored by Happy Joes
- ★ Also sold a custom Giraffe Painting for additional \$40 revenue
- ★ Now have over 30,000 Facebook fans "following" the zoo on Facebook (versus 27,000 last year)
- ★ Zoo Boo event had some "hard" nights for volunteers; there was one weekend where at least 1/2 dozen area schools had their homecoming events; as well as another weekend with a high school football game w/GB Packers players in attendance

**NEW Zoo Openings Summary**

**To: Oversight Committee**

**From: NEW Zoo**

Position	Vacancy Date	Reason for Leaving	Fill or Hold	Unfilled Reason
LTE Husbandry Assistant	11/21/2015	Career/Job Change/Wage	Fill	

Ex: Transfer, Wage, Working Conditions



**NEW Zoo Openings Summary**

**To: Oversight Committee**

**From: NEW Zoo**

Position	Vacancy Date	Reason for Leaving	Fill or Hold	Unfilled Reason
Housekeeper I	8/31/2015	Career/Job ChangeWage	Fill	

Ex: Transfer, Wage, Working Conditions

COMPLEX ATTENDANCE FOR THE BROWN COUNTY VETERANS MEMORIAL COMPLEX					
October-15	Date	Building	2015	2014	2014 Date
Spa Sale		ARENA	N/A		October 3, 2014
Spa Sale		ARENA	N/A		October 4, 2014
Spa Sale		ARENA	N/A		October 5 2014
<b>ARENA TOTAL</b>			<b>0</b>	200	
NEW Craft Beer Festival	October 3, 2015	SHOPKO	1225	1117	
Forever Young Senior festival	October 7, 2015	SHOPKO	1019	1211	
Sweet Street	October 23, 2015	SHOPKO	2535	2228	
Sweet Street	October 24, 2015	SHOPKO	4752	4208	
Bay Area Career Fair		SHOPKO	N/A	1300	October 9 2014
<b>SHOPKO HALL TOTAL</b>			<b>9531</b>	10,064	
Gamblers Hockey	October 3, 2015	RESCH	1832	2493	
Kevin Hart	October 7, 2015	RESCH	5053	N/A	
Jeff Foxworthy/Larry the Cable Guy	October 9, 2015	RESCH	4528	N/A	
Gamblers Hockey	October 10, 2015	RESCH	1595	2738	
Gamblers Hockey	October 17, 2015	RESCH	2548	N/A	
Catholic Diocese of GB - Mass	October 21, 2015	RESCH	8000	N/A	
Theresa Caputo	October 23, 2015	RESCH	3774	N/A	
Gamblers Hockey	October 24, 2015	RESCH	2599	N/A	
Willie Nelson/Merle Haggard Concert	October 25, 2015	RESCH	5733	N/A	
UWGB Mens Basketball	October 31, 2015	RESCH	803	1161	
Milwaukee Bucks vs. Memphis Grizzlies		RESCH	N/A	3199	October 8, 2014
NMU vs Madison Hockey		RESCH	N/A	3270	October 17, 2014
NMU vs Madison Hockey		RESCH	N/A	4339	October 18, 2014
<b>RESCH CENTER TOTAL</b>			<b>36,465</b>	17,200	
<b>TOTAL FOR OCTOBER 2015</b>			<b>45,996</b>	27,464	